



# Persona Doll Training

EMBRACING DIVERSITY



Annual Report 2016-2017





# Persona Doll Training

EMBRACING DIVERSITY

## Our Vision

A country free from prejudice where everyone experiences dignity, feels respect and included

## Our Mission

Helping children and adults to unlearn prejudice, respect human rights and develop positive values



## Message from PDT Founding Director Carol Smith



It is with enormous pride that I look back at the work of Persona Doll Training (PDT) in 2016-2017, which built on the solid foundations established over the past 13 years. While our founding values, vision and mission have not changed, our work has evolved and grown in response to the need for effective training, tools and support to promote diversity and transformation.

Since 2004, we have trained nearly 9,000 adults - early childhood development (ECD) practitioners, social workers, teachers, community health workers and members of partner non-governmental organisations (NGOs) - to use the innovative Persona Doll approach to explore culture and identity, uncover and address negative bias, and promote positive values of respect and inclusion.

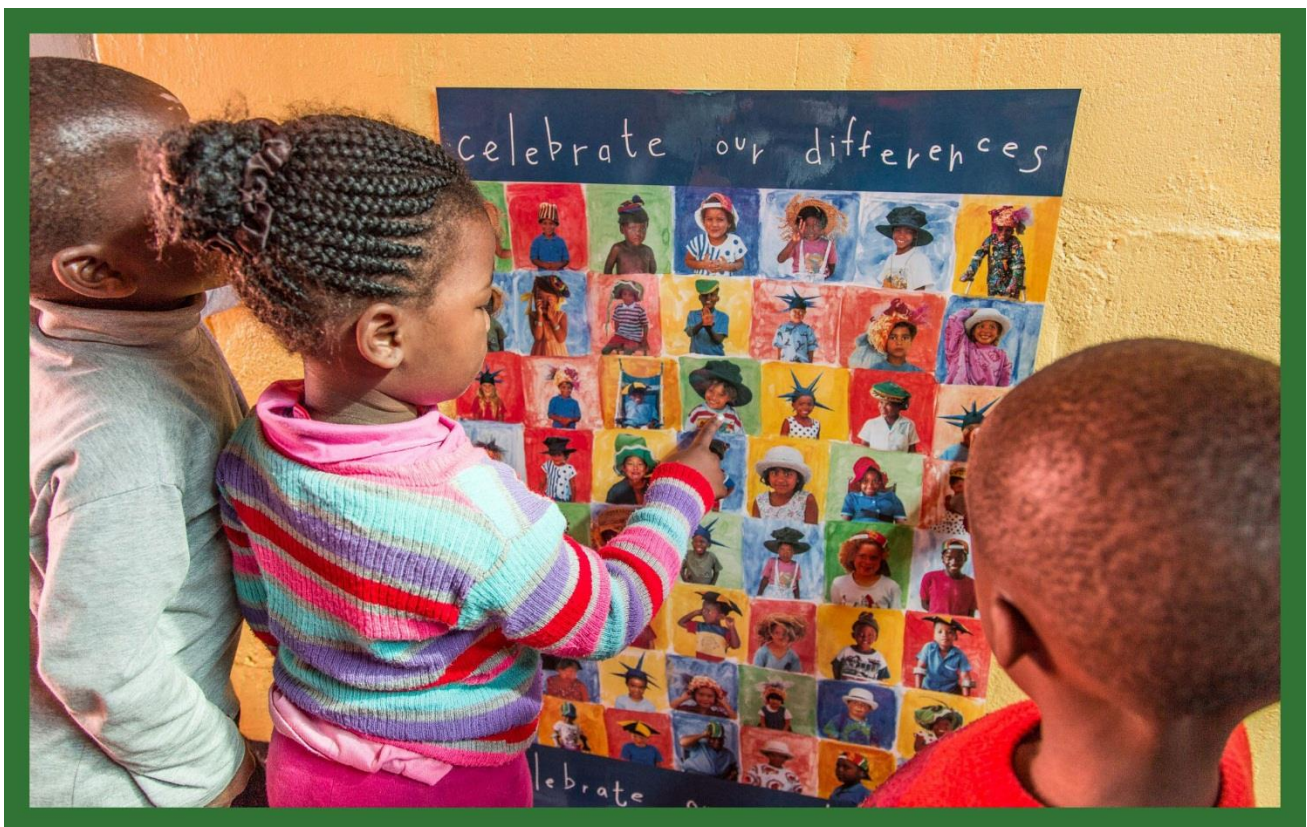
From an initial focus on providing direct training for adults working with children - largely in ECD and education - our focus as an organisation shifted to advocacy, training and mentoring to support the mainstreaming of our effective anti-bias and diversity approach within partner organisations in civil society and in government.

PDT is now firmly rooted within a wider network of civil society organisations working in ECD, education and broader civic education and mobilization, which has significantly increased our reach and impact. We have also broadened our scope - developing and running training courses, customized to address the specific challenges facing young people, young parents, caregivers and trainers.

This report provides an overview of our work over the past year, including key highlights: the launch of the Teen Persona Doll training, manual, story collection and Dolls; the development of a training workshop on diversity and respectful practice offered to NGOs, institutions and corporates; and participation in the second annual conference of the Anti-Racism Network South Africa (ARNSA) on the theme of 'anti-racism in practice', held in Johannesburg in October 2016.



While it is fitting to acknowledge what we have achieved, it's clear that the ideal of a truly inclusive and fair society is still far from a reality. The persistent legacy of spatial apartheid, rising inequality and the perpetuation of privilege continue to pose visible - and invisible - obstacles that threaten the very fragile fabric of the 'new' South Africa. The past year has seen an alarming rise in racism and racist incidents, widespread and often violent protests, and a growing intolerance of political differences. This brings a renewed sense of urgency and activism to address the unhealed scars of the apartheid and colonial past and tackle new challenges if we are to move forward and achieve real transformation. This reinforces the importance of the work that we do.



The formation of ARNSA was facilitated by the Nelson Mandela Foundation and the Ahmed Kathrada Foundation with the aim of coordinating and strengthening efforts to combat racism across all sectors of society. In her address, Executive Director of the Foundation for Human Rights Yasmin Sooka emphasized the importance of this initiative in the context of an alarming rise in racist incidents and attitudes. She reported that South Africa had appeared before the Committee on the Elimination of Racial Discrimination (CERD) in August 2016, to report on progress in addressing racial discrimination and new manifestations of discrimination. CERD has recommended that government





step up its efforts to consult and support civil society organisations working in the area of human rights protection, in particular those working to combat racial discrimination. With our long pioneering history as an organisation dedicated to anti-bias and anti-racism work, we were delighted to be invited to present a workshop at the ARNSA annual conference. We are excited to be part of this wave of renewed activism to achieve real transformation and a just, equal society for all our people.

I believe that the future is bright - for PDT and for our young democracy - but there is much still to be done if we are to achieve our organizational vision of a society in which everyone experiences dignity and feels respect and included.

*As the Founding Director of PDT, I would like to pay tribute to everyone who has helped us to flourish and grow. In particular, my heartfelt thanks to the small and dedicated PDT team, our funders, and our many partners, for their contributions.*

While it has been a privilege to lead PDT in its journey, it is time for me to move on. I am delighted to announce that we have found the right person to take over the reins. Delores Athiemulam joins PDT as the new Director from her position as Centre Director of the Nokuphila Community Centre in Gauteng. She brings an inestimable wealth of experience, qualifications, skills and contacts in a career that has spanned from grassroots education to executive leadership of organisations. She served previously as Country Director for Operation HOPE SA and Managing Director for the Institute of Training and Education for Capacity-building (ITEC) in East London.

PDT will always have a huge part of my heart. I will continue to serve on the Management Committee, and help in any way that I am called upon to ensure a smooth succession, continuity and the preservation of institutional memory. I wish Delores and the extraordinarily dedicated PDT team all the best for the future.



## Message from the new PDT Director, Delores Athiemulam



It is with great joy and privilege that I join the PDT team at this particular time! The need for our work in South Africa is even greater today than at any other time. Our communities are plagued by so many diverse social ills - poverty, violence, unemployment, sexual abuse, murder, and the list goes on.... Amidst all of these challenges, our children are the victims.

Being part of the PDT movement of change is indeed a privilege. As PDT, we must stay current and relevant in our response to the needs of the community and equipping our children with the skills to deal with the daily challenges. Ongoing programme development and curriculum review form part and parcel of our work to keep addressing the diverse needs of the communities that we serve. We need to listen and respond to the voices of our communities, and more especially our children, the future of our country.

The voices of our children are demanding of us to change their world. PDT is part of a movement for change and creating a better life for our children. Going forward, PDT will be looking to increase community participation by bringing more parents onboard in working with young children in their communities using the Persona Dolls. We will call for more corporate involvement and support in helping us to make a difference!

Let us remember the words spoken by the late President Nelson Mandela: “Children are the most important aspect in a country.” At PDT, they are the most important aspect of our organisation!



## What we do

PDT is a non-profit organisation and accredited training provider in the ECD and education sectors, based in Cape Town and working across South Africa. We develop and offer anti-bias and diversity training, materials and mentoring on how to use the innovative and effective Persona Doll approach. Our 'hands-on' experiential training assists adults to deal with the challenges of poverty, violence, racism, and stigma in their own lives and in the lives of the children and young people they work with and care for.

**In 2017, we trained 901 practitioners in 7 South African provinces and distributed 2 770 dolls in 7 countries**

We offer a range of training options, tailored to address specific training needs and issues in various contexts, and provide follow-up support and mentoring to ensure the effective implementation and use of the Persona Doll approach by:

- ECD practitioners and trainers
- School teachers, principals and school governing bodies
- Youth groups and youth development organisations
- Adult education and parenting groups
- Social workers and community health workers.

We also offer leadership development training for NGOs, an e-learning programme, and a workshop on respectful practice and diversity appropriate for civil society organisations, academic and other institutions, and corporates.



PDT also supports a doll-making workshop, which produces and distributes Persona Dolls and Ubuntu Play Dolls locally and internationally. This income-generating project provides skills and opportunities to unemployed women in a rural community near Cape Town.



## Who we work with

We see partnerships and collaboration as critical in expanding the reach and impact of our work, along with mainstreaming the Persona Doll anti-bias approach in the work of our partner organisations. It is extremely gratifying to see how our training, tools, materials and Persona Dolls are being used by many and diverse organisations, adapted for their specific needs and constituencies, to tackle prejudice and promote diversity, respect and inclusion.

During this reporting period, we trained 901 practitioners in 7 South African provinces working with our partners. We would like to acknowledge and thank everyone we worked with over the past year:

- Western Cape Education Department (WCED)
- Inclusive Education South Africa (IESA)
- Ikamva Labantu
- Early Learning Resource Unit (ELRU)
- National Association of Childcare Workers (NACCW)
- The Regional Psychosocial Support Initiative (REPSSI)
- Mitchell's Plain ECD Forum
- 7 Passes Project
- Masikhule
- Sikhula Sonke
- St. James Primary School
- Beautiful Gate
- Westlake United Church
- Ikwezi Project, Schools Development Unit (SDU), University of Cape Town
- Masibumbane
- Sithuthukile
- Ntataise
- Tshepang
- Anti-Racism Network of South Africa & the Ahmed Kathrada Foundation
- Valcare Trust.



## New PDT Materials

In the past year, we produced some exciting new materials, adding to our existing 'library'.



### Teen Persona Dolls

After the successful pilot of the Teen Persona Dolls with NACCW, we produced a training manual and a set of age-appropriate Teen Persona stories to support this new training offering. The training equips teachers and youth workers with practical tools to encourage adolescents and young people to express their feelings and discuss challenges they face openly, in the context of their rights and responsibilities. Key issues tackled include HIV, stigma and prejudice, given the high levels of HIV infection among young people in South Africa; sexuality and gender issues; crime, gender-based violence, and sexual abuse.

### Early childhood development

We produced a story collection for use with young children in ECD settings, homes and communities. The stories aim to inspire and support adults working with young children in using the Persona Dolls effectively to raise and address specific issues and challenges affecting their young charges. Watch this space - we will be rolling out further editions in this series in the future!

### Parent education manual

Through our work in the ECD sector and with our partners, we recognized the potential for our work to build bridges between homes, families, schools and communities by educating and supporting parents and other caregivers (as many children are not raised by their birth parents). We also recognise that, in a county with high levels of teenage pregnancy, young people desperately need to learn parenting skills, to understand their responsibilities, and to know their own and their children's rights. We have developed a parent education manual, drawing on our experience with young children, to help prepare and equip parents to deal with some of the many challenges they and their children face. This will become an increasingly important focus of our work going forward.



## PDT Doll-making project

Our Doll-making project provides work to local women in the Paarl Boland region. Many of these women were unemployed and through their involvement in the project, they now have an income and work experience that help them develop their confidence and new skills, and support their families.

Between March 2016 and February 2017, these women created and crafted thousands of dolls by hand. Our Dolls are seasoned travelers - they travel with trainers to training sessions in the Western Cape, KwaZulu Natal, Mpumalanga, Eastern Cape, the Free State, Gauteng, and the North West Province - and then find their way 'home' with participants to new homes in all corners of the country, from remote rural areas to busy cities. This year, over 700 of our Dolls 'emigrated' to new homes - in the United Kingdom, Spain, Greece, Portugal, Turkey, Estonia and Swaziland - spreading awareness across the globe about the unique Persona Doll approach. We also supplied play dolls to the SmartStart early learning franchise, helping children to play, learn, fly!



## PDT Team



Director:	Carol Smith
Administration:	Mandy Hudson
Finance and Bookkeeping:	Karien van Rooyen
Auditor:	Duncan Albertyn, CA
Training Co-ordinator:	Pat Birkett
Trainers:	Phelisa Manyisane-Somciza, Kim Andreoli, Sue Rosie, Thikam Pillay, Pat Birkett
Material developers:	Sue Connolly, Carohn Cornell
Media:	Webfactory, Vaun Cornell, Umbono Art Media

### PDT Management Committee

We are extremely grateful to our volunteer management committee for their unfailing commitment and generosity in sharing time, energy, knowledge and experience.

Chairperson:	Rubert van Blerk
Members:	Malibongwe Gwele, Cally Kuhne, Blossom Ngwevela, Carol Smith



## Funding and Resource Partners

PDT is committed to implementing a long-term sustainability strategy that includes finding new markets for our training and materials, locally and globally, to provide a parallel income stream that will continue to fund our important work in impoverished communities. However, we could not do our work without the support and funding provided by our loyal and generous donors!

Our heartfelt thanks go to the following organisations for their support and contributions:

- DG Murray Trust
- Anglo American Chairman's Fund
- National Lottery Distribution Fund
- Apex Hi Trust
- Department of Social Development, Western Cape
- Andrea Fine Trust
- Devon and Centocow-link
- Solon Foundation.



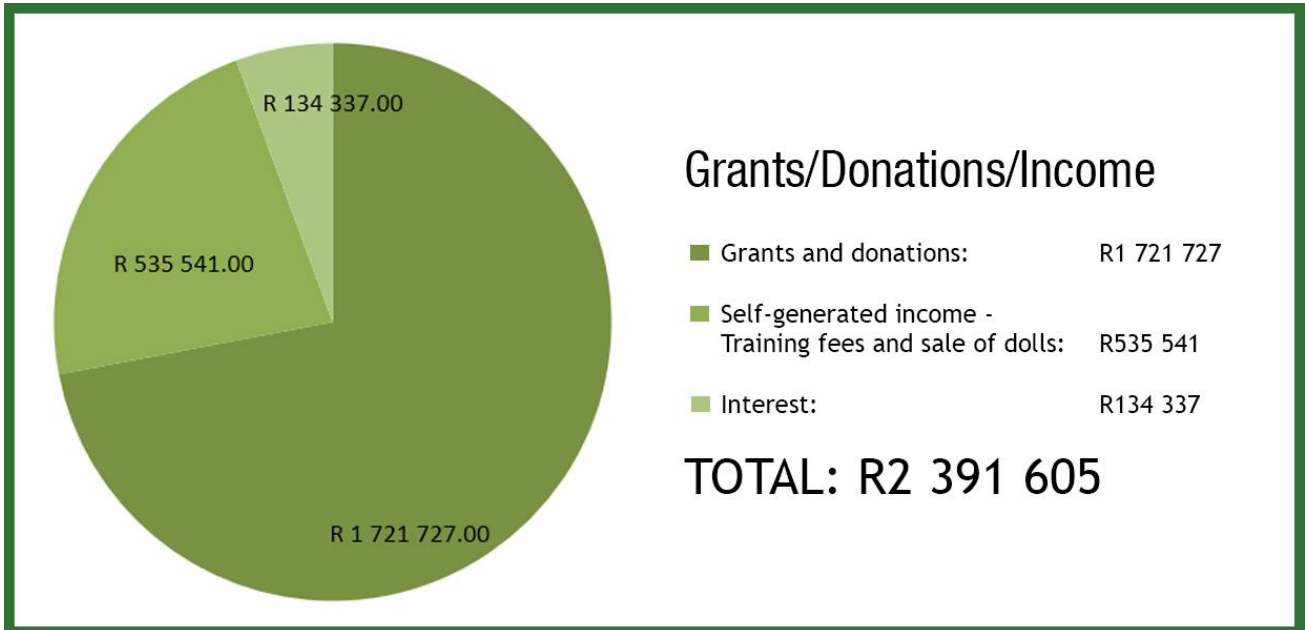


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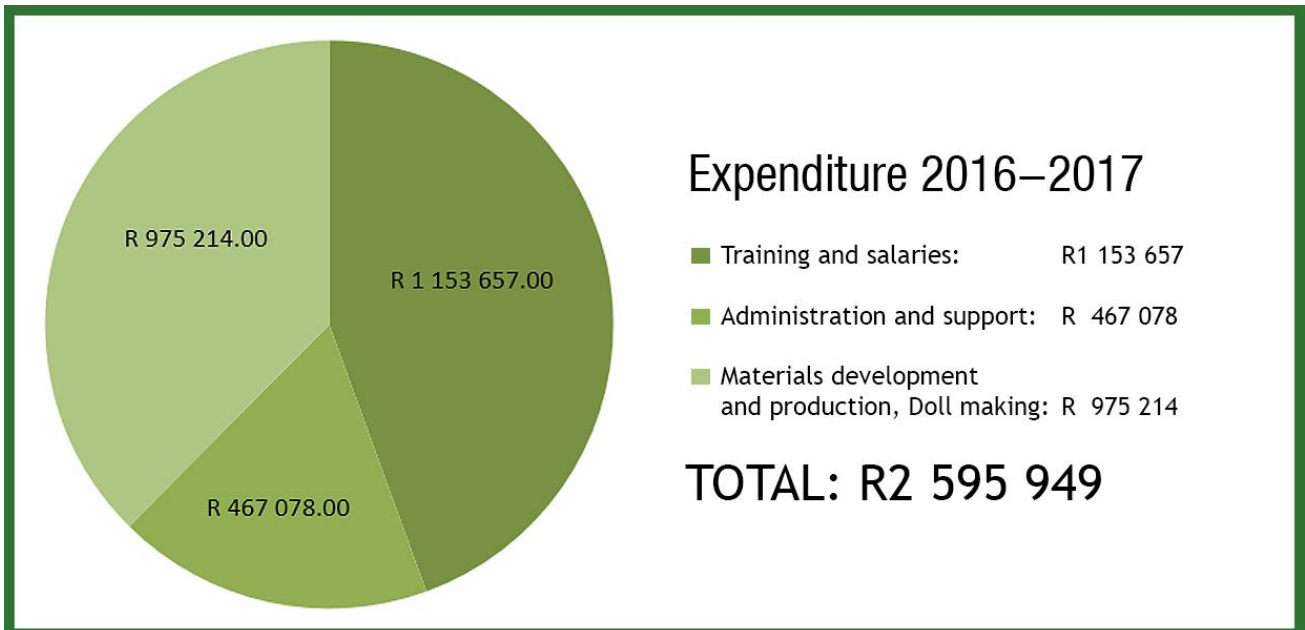
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## Finances

### Total Income



### Total Expenditure



PDT is a registered Non-Profit Organisation (042- 277- NPO) and Public Benefit Organisation (PBO No: 930022097)

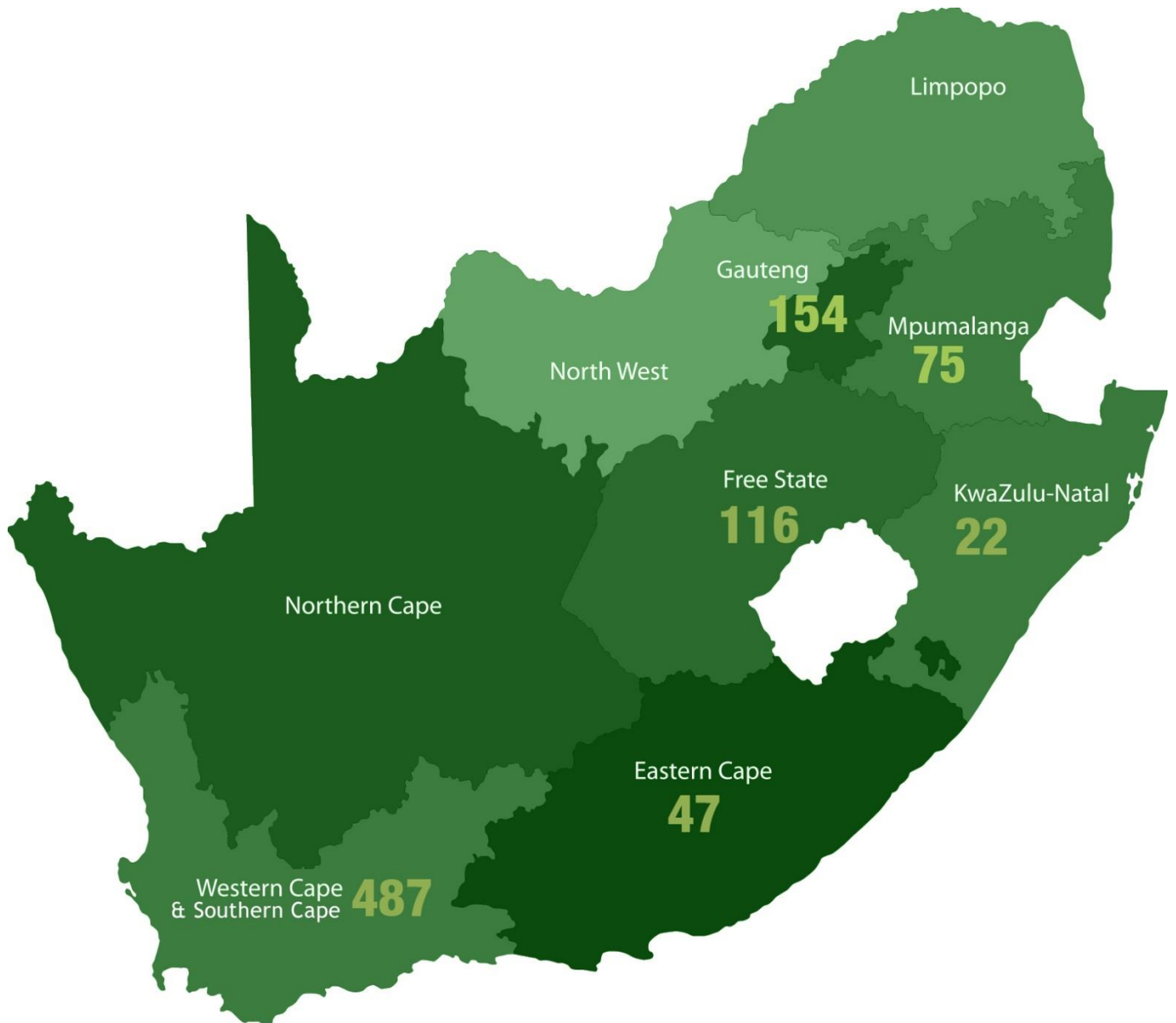




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## ECD and Youth Practitioners trained by PDT in 2016-2017





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### Get in touch!

If you want to share a story about your experience of Persona Dolls or PDT, learn more about what we can offer you and your organisation, or order Persona Dolls or our new Ubuntu Play Dolls, please get in touch. We'd love to hear from you!

Persona Doll Training (South Africa)

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Facebook: Persona Doll Training (PDT) Embracing diversity

Twitter: @PersonaDoll

