



# WORLD DOWN SYNDROME DAY 2019 UGANDA

REPORT PREPARED BY:

THE GLOBAL LIVINGSTON  
INSTITUTE



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# Abstract



World Down syndrome Day was celebrated all over the world on the 21st March, 2019. Although not the first time in Uganda, it was the first time a staggering 380 people were in attendance, 180 more than initially anticipated. The theme was "Standing Up for Down Syndrome in Uganda" and the day saw many important members of Ugandan society in attendance, including Hon. Amama Mbabazi as Guest of Honor, and five Members of Parliament. Hon. Amama Mbabazi pledged to help the consortium push for inclusion of persons with Down syndrome among his peers. The key take away was establishing that the Government can step in to promote inclusion for children with Down syndrome in schools across Uganda.

**Hon. Amama Mbabazi**

Former Prime Minister of Uganda

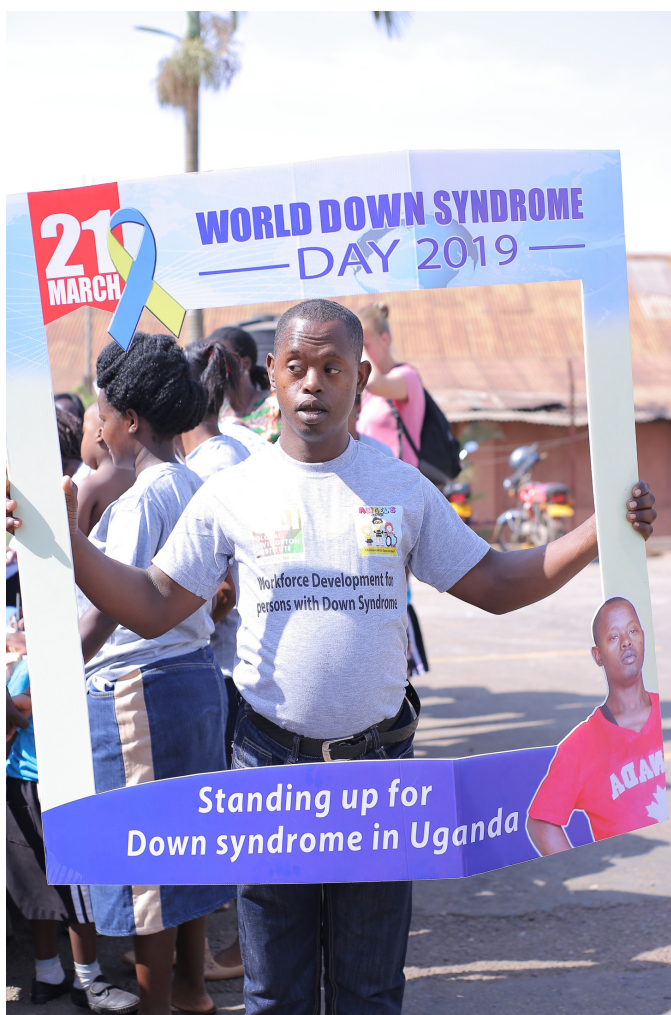
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## WHO PARTICIPATED AND WHAT ACTIVITIES WERE INVOLVED?

The project participants included: the Global Livingston Institute (GLI), Global Down Syndrome Foundation, Angel's Center for children with special needs, the Uganda Down Syndrome Association, EmbraceKulture, The children's clinic Naalya, Design Hub Kampala and parents with children with Down syndrome. The activities involved included one week of free treatment for all persons with Down syndrome powered by Children's Clinic Naalya, a fashion show on World Down syndrome F=Day and a Mountain hike organized by the Mountain Slayers of Uganda. Angels's Center officially launched their Workforce Development Program which has already raised a lot of interest from other parents who want their children to train with them.



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#DownSyndromeUG



## HOW MUCH IT COST

The Global Livingston Institute underwrote the costs of the event through the support of the Global Down Syndrome Foundation with a budget of **UGX 16,000,000/=** (\$4,440)

This is how it was broken down: (amounts are in UGX)

-Venue and Food	3,500,000
-Transport for all organizations to the venue	1,300,000
-Promotional materials	2,230,000
-Social media	1,450,000
-Public Address System	700,000
-Print/TV media	350,000
-Videographer for the day	1,560,000
-Mobilization	500,000
-Videos from training of models	1,200,000
-Toys for children to play with	70,000
-Model Trainers	800,000
-Camera man for the event	700,000
-Drinks	400,000
-Tents/Flaps/Decor	880,000
-Gifts for models	200,000



# HOW IT WAS IMPLEMENTED

The team used a fashion show to highlight that persons with Down syndrome are capable of doing the same things that other children do. The persons with Down syndrome were trained by professional models for 2 months.

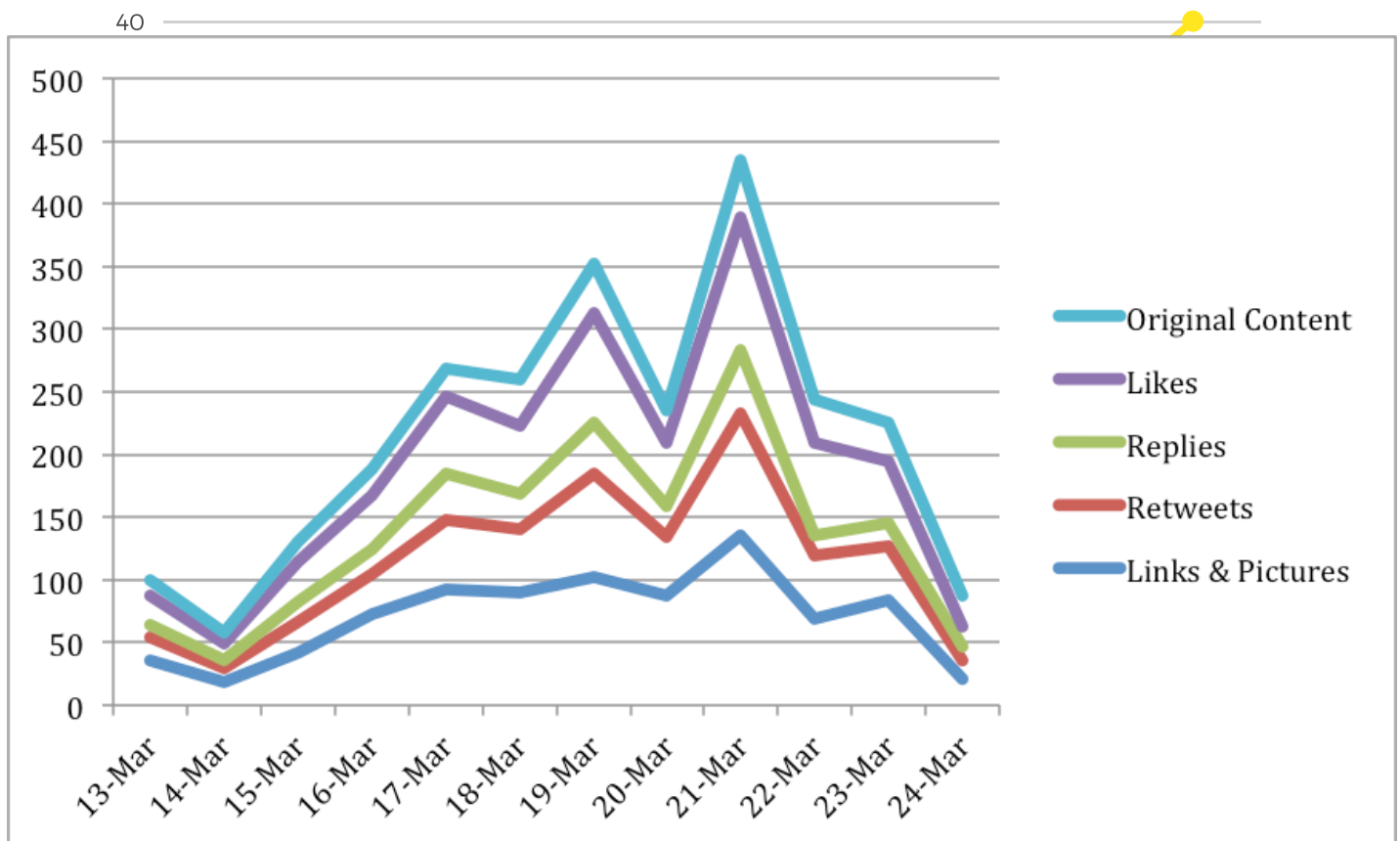
TV, Print and social media were all employed to write stories and promote awareness to people. Radio media was intentionally not used as it was agreed that Down syndrome is a very visual disability which was not understood by many until a picture was used as a reference.

Mobilization was done door to door for all the organizations that had been invited to take part in the celebrations. Dr. Thelma Awori mobilized the guest of honor and government officials who attended. Dr. Thelma is also still pushing to have the Speaker of Uganda Parliament host persons with Down syndrome in the parliament.



## MEDIA STATISTICS

World Down syndrome Day 2019 was our biggest year yet with staggering online media which led to both hashtags #StandingUpForDownsyndrome and #WDSD19UG trending in East Africa for two days.



A total number of **16,000,000** people in East Africa were reached through Twitter and Facebook. From this kind of exposure we have many people who have expressed interest in participating in any other event for Down Syndrome that we have for the future.



## ATTENDANCE

### EVENT DETAILS / BREAKDOWN WSDS 2019

The number of people who attended this event was less than last year's because we concentrated more of persons with Down syndrome than well wishers or people who wanted

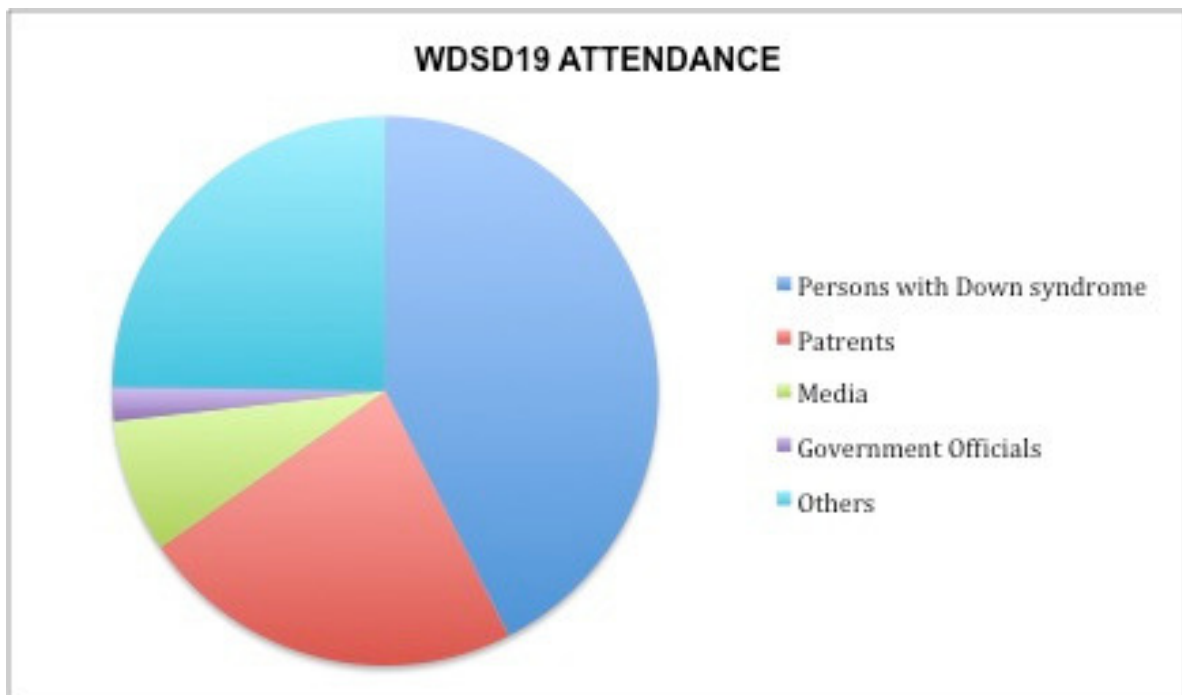
Children with Down syndrome - 108

Members of Parliament - 05

Media - 20

Parents - 58

Others - 87





# EVENT FEEDBACK

BASED OFF INPUT FROM PLANNING TEAM AND OTHER PARTNERS

- WDS19 has been the most successful event thus far for this consortium, largely due to all organizations and parents feeling that persons with Down syndrome had been very involved in the planning and implementation process.
  - Key stakeholders expressed that a key to the event's success was that for the first time ever, individuals with Down syndrome were celebrated by being allowed to show off their talents. The event had a larger than expected attendance, and all attendees really enjoyed the content and subjects presented throughout the day.
  - Persons with Down syndrome enjoyed the show and gave this feedback to their caretakers, asking why the show had to end.
  - Parents were very grateful for the workforce development launched by Angel's Center and asked how they could get their children to be more involved in it.
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- Continue the momentum created from a robust social media awareness campaign.
- Discuss how the successful workforce development program launched by Angel's Center can continue to involve more persons with Down syndrome.
- Follow-up to parents from event to link them with various services
- Maintain relationship with Guest of Honor & MPs to seek more fundraising opportunities and sponsors
- Continue registration program started by EmbraceKulture to help parents navigate these organizations based on need
- GLI to continue using the iKnow Concert Series as a vehicle to keep momentum around "Standing Up for Down Syndrome" campaign
- Begin planning for WDSD 2020

# THANKS TO THE TEAM



**PATIENCE ALINAITWE**  
ANGEL'S CENTER



**DR. THELMA AWORI**  
THE UGANDA DOWN  
SYNDROME  
ASSOCIATION



**MOSES LUGONVU**  
PROMOTIONAL MATERIIALS



**MICHAEL OKIRO-EMADIT**  
TUDSA



**STEPHEN KABENGE**  
EMBRACEKULTURE



**TOM KARREL**  
GLI



**JULIE PRAISE ASIIMWE**  
NAALYA CHILDREN'S CLINIC



**DERRICK MUGABE**  
MEDIA/MARKETING

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# THANKS TO THE TEAM



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**PAUL**  
CHILDREN'S CLINIC  
NAALYA



**ROSEMARY NAMBOOZE**  
ANGEL'S CENTER



**SHEILA GABEYA**  
GLI



# PARTNER ORGANIZATIONS

