

# Brazil: WACC supports disability-related project



A combination of radio programmes, internet broadcasting and printed bulletin is giving wide exposure to a disability-related project supported by WACC in Brazil.

The radio programme series 'Minuto da Inclusão' (Minute of Inclusion) implemented by the eponymous group Minute of Inclusion from Sao Paulo was first launched on May 25th 2007 through four radio regional station members of RADIOBRAS, Brazil's communication enterprise linked to the country's Ministry of Communication. Eight months later the one-minute programmes are also broadcast through a network of 12 community and private radios stations in several regions of Brazil as well as through two Internet stations.

And a recent partnership established with the Empresa Oboré de Comunicação Social (Oboré Social Communication Enterprise) has ensured that the programmes will now be distributed through 300 small radios in Brazil's hinterlands. In recent months the Roman Catholic Diocese of Santo André in Sao Paulo has been printing the radio programmes in its journal A Boa Notícia under the heading 'Minuto Imprensa'.

Produced by small team with the support of three interns from the Methodist University of Sao Paulo, Minuto da Inclusão covers initiatives of the social movement of disabled peoples in Brazil, its conquests as a social movement as well as the difficulties. It interprets and disseminates existing legislation, positive experiences resulting from public institutions' actions aimed at creating a more positive social and political environment to tackle prejudices and myths about disability.

After several attempts at dialogue with public and TV companies, MID has recently established a partnership with the SESC Network (Rede SESC de TV) which will result in the production of 'Minuto' for TV to be distributed free of charge through public, private and community TV.

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