

Sano y Salvo (Safe and Sound)

An Efficient Cost-Effective international Program for Prevention of Child Abuse, Corruption and Slavery



Children at a JRS project site in northern Uganda.

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The Situation

Children are increasingly at risk and the global environment including technology (internet) opens the path for a worsening situation

- **Sexual abuse, pornography, prostitution**
- **Kidnapping and murder**
- **Moral decay leading to “generation Z” violence**

Part of the solution is in a reorientation of our thinking, and in using tools at our fingertips

A Combination of Intelligence, Education, and Alternatives

- **A Radical New Thought**
 - different from conventional symptom-treating or reacting after-the-fact (post-mortem, in many cases)
- **Preventing crime before it happens**
- **Providing protectives and alternatives that strengthen the fabric of the family and the mindset of children**
- **Using concepts that are commonplace in marketing, advertising, and good business**
- **Straightforward, not a \$\$\$ proposition to implement**

Projecto *Sano y Salvo*

It is extremely difficult, and well nigh impossible, to effectively block what is a growing problem and for which the effects are worse than the countable deaths, rapes, and loss of children and youth to kidnapping, slavery, prostitution, and other crimes. A careful and contemplative analysis of the situation shows how everything ties together including despondency and hopelessness that leads to drug use, alcoholism, depression, ennui, and in some cases a desperate lashing out in the form of violent attacks against family, schoolmates, society. We must also include child drug trafficking, gang crimes, and a feeding of the weaker instincts within all people by a growing atmosphere and apparent acquiescence and condoning by the society and its leaders of what can only be called moral decay and weakness, no matter what anyone can claim, in its defense, on the basis of individual rights of expression.

If you have a poorly constructed boat that always leaks, you can spend forever and a day patching the leaks as you sail. If you are lucky the boat will hold out for awhile. It will never be like a tight-fitting vessel built by a master builder who has also had experience as a boatswain at sea.

Sano y Salvo offers a different idea. Using the power of the internet and modern database technology, coupled with marketing and advertising know-how, to increase not merely awareness but activity and responsible action among children, families, elders, and many in society, within several countries in particular, that will help build preventive strength against the problem and also help to identify and to circumvent, principally in an educational and reconstructive manner (as opposed to traditional after-the-crime law enforcement), the occasions that give rise to the problems we are facing and the battle we are losing.

The Basic Model and System

- **Embedding the education and preventive learning, training, skills in children and families through attractive activities on the Internet**
- **Applying conventional database, media, web, and artificial intelligence to identify what would be good to do and give next**
- **Building attractors and alternatives for the Consumers who Feed the Problem with their \$\$\$**
- **Integrating “smart IT” tools from Justice and Education sectors in a way that serves the goals of strengthening the community (children) and circumventing crime BEFORE it happens**

How It Works

- Promoted by schools, social organizations, clubs, community-action groups, and responsible companies and organizations, with the Justice/Law organizations as participating coordinators but much less visible in the program, a variety of educational tools, lessons, games, ads, and positive psychology development is directed through avenues that are able to reach young children, youth, and adults on the Internet.
- You can approach someone with “Do This” or “Don’t Do This” and likely get Nowhere, especially with children or with anyone who thinks you are just being a “grown up,” a “parentoid,” a “cop,” someone who doesn’t know about fun or how invulnerable and incapable of damage they are (you know how kids think), or who is just irrelevant. (Look. I am close to half a century young, have kids, want more and know about these things from experience!)
- You can embed The Right Message into something that is more digestible, more palatable, and will be received “better”, even almost naturally, by the different audiences you want to reach. Just watch TV and pay attention to certain commercials!
- As for all the technology parts, you have to trust the persons who wrote this, that all this has been worked out and proven, and is ready to go, and if we do this right the cost to get things started is absolutely trivial compared to other things.

Why Costa Rica and USA?

- **Both suffer from this problem in different but serious ways**
- **It is not limited to just US and CR at all - but it takes two leading partners and both countries and governments have all the right ingredients and the right type of people to make this work**
- **The time is right, all the techno-ingredients are ready, and there is the right public support**

Next Steps - What is Proposed

- **A formal presentation at face-to-face meetings**
- **Washington, DC and San Jose, CR**
- **Getting the right individuals in respective Justice, Health, Education, and Executive departments to listen, learn, and decide**
- **Not IF but HOW to create a synergy that will help children in not only the Americas but worldwide**
- **This is a Very Practical Approach That Will Bear Noticeable Results in Less Than One Year From Today**

Some of the Prior Groundwork

- **The Technology Part**
 - Basically a re-work of things that have been used in the commercial and intelligence sectors successfully. It is not a monumental undertaking but a grassroots application that grows incrementally. We know how to do this.
- **The Civic Part**
 - **Costa Rica: Ministries of Justice, Science&Technology, and Education, CENAT,**
 - **USA: Dept. of Justice, Office of the President**
- **Private Sector (Corporate)**
 - Intel, Oracle, Microsoft, and SUN
 - Intel Labs (Corporate Technology)
 - Intel Capital and New Business Development
- **Private Organizations (NGO, Foundations)**
 - AVINA, CRUSA, Digital Partners, Lincos, Entebbe
- **Individual Supporters**

Champions Wanted

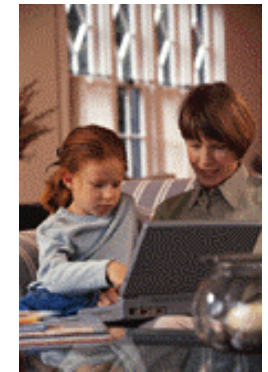
- This can move forward by the interactions of a few right individuals.
- Let's just make the time, discuss, and Do It.
- Goals:
 - Meeting of the Minds, presentation, by June.
 - Concept-prototype in use by August (yes we can that early).
 - Costs: Under \$100K total to get this “out the door” if we do the right communications to the right audiences.

Let's not abandon these to the sharks



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