



This project is funded by the European Union

## HEART Trust/NTA Banana Sector Retraining Project

Update #3; May 2009

### Training Activities – Pre-Vocational, Skills Training and ICT Enabled Remedial Programmes

#### ICT Enabled Remedial Programme

- Pre-vocational candidates in St. Mary for the ICT remedial training are below target, so HEART is working overtime to increase attendance through marketing and referrals from local contacts. To this end a radio advertisement was developed for airing on Jeffery Town's local station. After the ad went on the air there were enquiries about the project, suggesting this approach was effective.
- On May 13<sup>th</sup> there was a "soft" launch for ICT training in St. Mary. Fourteen participants were in attendance.
- Orientation programmes for the remaining ICT pre-vocational courses which will take place in St. Thomas and Clarendon are slated for June 2009.

**JFLL Pre-Vocational Courses** – Pre-Vocational Training will start the first week in June in St. Mary and Clarendon.

**Vocational Training** - Of the approximately 300 vocational training beneficiaries that took the Grade 9 diagnostic test just over 10% passed. For those who passed registration for training is being processed by HEART's Institutional Based Training department and at the Ebony Park Academy in Clarendon.

**Training Needs Analysis and Programme Evaluation** – Training Needs Analysis consultants UWI Consulting Group started field research May 18<sup>th</sup>. Meanwhile, the Westminster Consulting Group, Programme Evaluators are currently analyzing results from interviews with beneficiaries about the Career Counselling Workshops.

#### Marketing and PR

- *JEF 2009 Convention, May 21-24, 2009* – Displayed BSRP marketing material at HEART's booth.
- *Jeffrey Town local radio station* – aired radio advertisement targeting displaced banana/plantain workers in St. Mary.
- *Jeffrey Town local radio station, May 7, 2009* – Impromptu radio interview by Ayanna Samuels, encouraging BSRP beneficiaries to enroll with the EU BSRP.
- *Drive Time Live on Hot 102, May 18, 2009* - Kevin Mullings, HEART Trust/NTA's National Programmes Director spoke about the opportunities HEART provides for school leavers and displaced workers.

#### BSRP Quick Facts

Who?	Banana/Plantain farmers, labourers, port workers, immediate family members and members of targeted communities
Where?	Clarendon, Portland, St. Catherine, St. James, St. Mary and St. Thomas
What?	Career counselling workshops, skills and pre-vocational training
When?	October 2008 to December 2009
Why?	Change in preferential treatment from the European Union and anticipated loss of income in the banana/plantain industry

#### Banana Sector Retraining Project Photostream

Click the link below to view our photos taken from the workshop in St. Catherine. You can also email this link to others.

<http://www.flickr.com/photos/eubananasectorretrainingproject/>



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