

PRESS-RELEASE

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Toys developed specially for Ukrainian children are offered to them by the mobile teams "PIDTRIMKA"/NCCAP

Yesterday, April 13, the National Centre for Child Abuse Prevention (NCCAP) sent into its first trip to Ukrainian children the Trimka toy – a character willing to get to all the children in refugee centres in Moldova in order to stay by them instead of the toys they left at home from where they had to flee together with their parents.

The soft toy Trimka, together with the colouring book "Smile with Trimka!", started its trip to the Ukrainian children yesterday, when the three teams of the mobile service "PIDRIMKA" (translated from Ukrainian language as "*support*"), created by NCCAP, went to work in the morning to provide psychological and social assistance to adults and children accommodated in the refugee centres. Yesterday, the play with Trimka added up to the interactive activities organized by the psychologists from the mobile teams. The welcoming text printed on the small tag on the toy says: *"Hello, I am Trimka! Play with me! We are safe together!"*

The Trimka set, consisting of a soft toy and a colouring book about this character, was created following the recommendations of psychologists, according to whom the impact of a child-friendly soft toy is to "offer" access to a world free from danger – the world of play, in which the hideousness of war is fraying away.

As a matter of fact, Trimka is the first toy of this kind produced by a domestic toy factory from ecological material and compliant with the requirements to a therapeutic toy for children of small age, which also bears a social message of solidarity and support for the persons coming from Ukraine. That is the message transmitted by the toy, created in the form of a sky-blue globe, hugging a yellow-blue heart.

DANIELA SAMBOTEANU, NCCAP president, offers some details on this intervention targeted especially to children from Ukraine: "Through this set we are offering emotional support to children, showing an attitude of care and respect towards them. On the other hand, the toy is also a therapeutic instrument trying to tame the emotions of the child and which may become a symbolic friend to lean on in this difficult situation of forced migration. The colouring book "Smile with Trimka!", together with a set of coloured pencils, will offer the children an interesting and pleasant occupation helping them re-establish their emotional wellbeing both while using the colouring book and after that. We are aiming at empowering and encouraging

the children, sending them the message that they are not to blame for what is happening to them”.

The therapeutic and education set “Smile with Trimka!” is distributed by the Mobile service for psychological and social assistance in humanitarian crisis situations „PIDTRIMKA”, established by NCCAP with the financial support of “Plan International” and “War Child Holland”.

NCCAP is currently working on the development and adjustment of contents and materials targeted to adolescents who spend long days in refugee centres, in order to offer emotional support to them as well as messages on personal safety in migration conditions.

ANNOUNCEMENT

The journalists who are willing to travel in the field with the mobile teams “PIDTRIMKA”/CNPAC and to personally offer the Trimka toy to children and play with them or to colour with them in the book “Smile with Trimka!” are invited to get in touch with the National Centre for Child Abuse Prevention at the phone number 060002016.