

**Confinement; I stay at home; Windows to the World; Zamba and Nina, Pakapaka Channel, Argentina**

*“Confinement* is an animated 1’ 23” seconds microprogram made with the 2D animation technique based on the homonymous story by Mauro Zoladz and with illustrations by Ana Sanfelippo. It is a story that tenderly and poetically interprets the isolation and fantasies it generates this current moment and future of boys and girls. With a hopeful message, the story goes along with the children during this waiting time until the door can be opened again. And in this way, by playing with the terms and the words, it allows boys and girls to play with the situation and exorcise fears.

The impact of isolation, confinement and distance between friends, family and people of reference for the children presents them with new situations that we adults have to understand and accompany. Media is playing a very important role in this context: they accompany school content, propose activities to do with the family or make children's content available that, more than ever, offer connections to the world, they trigger the imagination and also provide clues to understand what is happening, what it implies, what impact it has on the lives of boys and girls, how to take care of themselves and how to express fears and concerns. Pakapaka works in all these directions, accompanying boys and girls and their families with a multiplicity of content and experiences.

*I stay at home* is a series of six animation microprograms with the collage technique, lasting between one and two minutes each, based on audios sent by children about their experiences and reflections in reference to COVID-19.

Pakapaka, the children's public channel in Argentina, designed the *Windows to the World* campaign to acknowledge fears and anxieties produced by isolation and to tell artistically and collectively how the world is seen from our homes.

Declared a global pandemic by the World Health Organization, COVID-19 enters the lives of millions of people around the world. Pakapaka reinforces the call to take extreme preventive health measures while emotionally containing the children. *Windows to the World* is an opportunity to interact with them and reinforce parenting skills.

Pakapaka also designed a special programming with two microprograms that were broadcast on the channel's screen and on its networks. With a duration of 30” and 35”, *Zamba and Niña* fight coronavirus by recommending that children should wash their hands, as a fundamental requirement to fight the virus.

*Zamba and Niña* are emblematic characters for our childhood as they are part of the series "The amazing Zamba excursion". Zamba is a 9 years old boy, from the city of Clorinda, in the Province of Formosa, Argentina, who -with humor and from a childish perspective– can travel in time through different moments and events in Argentine, Latin American and world history. Along with other characters - such as Niña, the boy who knew it all, Miss Silvia, Cautious boy, Maravillosa, Charango y Malón – Zamba explores the world of science, astronomy, arts, the human body and music.”

<http://www.pakapaka.gob.ar>