



don't give  
a war toy.



A7.4



this christmas

BUY TOYS FOR PEACE

NOT WAR!

**E C C**

peace  
at  
christmas





PEACE

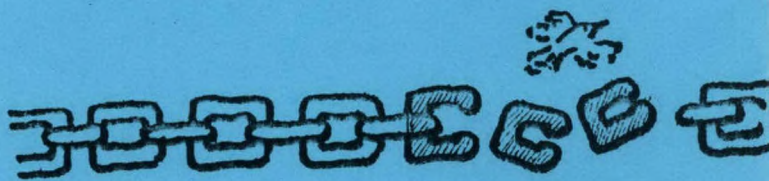
TOYS ARE FUN!!!



PEACE FOR  
CEES



FOR  
A  
PEACEFUL  
CHRISTMAS



END CONSCRIPTION CAMPAIGN, DURBAN

PROJECT PROPOSAL: ANTI-WAR TOYS CAMPAIGN, December 1986

1. Introduction

- 1.1. At this stage, this is not a national campaign. However, other regions are interested. We will send examples of our media to them, which may inspire them to pick up on it.
- 1.2. This campaign follows the same formula as our very successful Yellow Ribbon Campaign. The "formula" for that campaign was: a specific focus, broad appeal, a specific timetable, well designed media, people easily involved in the action part of it.
- 1.3. The reason we are approaching Diakonia for financial assistance is that ECC funds are very low at present. We do have some funds, but not enough for the full costs of the current campaign. Regional ECCs financial needs are met from a national ECC account. Fundraising for the whole of ECC is done once a year. However, because national funds are low, regions have been asked to fundraise locally for specific campaigns. Money will only be coming into the ECC national account again at the end of February 1987.
- 1.4. The full cost of the Campaign is R989,00. Of this amount, we expect to recoup R630,00. Thus, we request R359,00 from the Diakonia fund (see point 7).

2. Why an Anti-War Toys Campaign (AWT Campaign)?

- 2.1. In our opinion, it is not enough to only address war itself: the mentality which permits war must also be addressed. We believe that playing with war toys assists in the development of a militarist mentality, and so in the acceptance and perpetuation of war.
- 2.2. We think a campaign of this nature will capture the public's interest. Already, two newspaper articles on the campaign have been published (see Appendix A).

3. Aims and objectives of the AWT Campaign

- 3.1. Although stockists of war toys will be approached, the Campaign is primarily directed at members of the public who intend purchasing war toys as Christmas presents for children. Attempting to intervene at the level of the manufacturers and stockists of war toys is a longer, harder, campaign, which we do not have time, energy or money for this time round.
- 3.2. The broad aim of the Campaign is to raise consciousness. We hope to make people aware of the connections between playing with war toys and preparation for war.
- 3.3. We also hope people will realise the inconsistency of celebrating the birth of the Prince of Peace by giving war toys as gifts.
- 3.4. Practical objectives for the Campaign are:
  - 3.4.1. A drop in the volume of war toys purchased over this Christmas period; and

3.4.2. For shops to lessen their war toys advertising and the prominence of their war toy displays.  
We will not be able effectively measure the first objective. We should be able to notice the difference regarding the second.

4. Who else is involved?

ECC has taken the initiative in this Campaign, but we are gathering support from many organisations, including: Black Sash, Women for Peaceful Change Now, Conscientious Objectors Support Group, Action Group Against Apartheid, Diakonia, Catholic Justice and Reconciliation Commission, Anglican Justice and Reconciliation Committee, International Fellowship of Reconciliation.

5. What does the Campaign consist of?

- 5.1. An article in AT EASE.
- 5.2. Letters to all major newspapers and magazines (Fair Lady, Scope, Your Family, Frontline etc.).
- 5.3. Elementary research as to which shops sell war toys, and what the most popular lines are.
- 5.4. Delegations to management of shops selling war toys to ask them to withdraw the toys, or at least display them less prominently.
- 5.5. Media: pamphlets, stickers, posters, badges, t-shirts, Christmas cards (see Appendix B for examples).
  - 5.5.1. One of the stickers will be small enough to stick on toys in the shops.
  - 5.5.2. Participants in the pamphleteering to dress up creatively e.g. as Santa Claus, an animal, a Disneyland character etc.
- 5.6. Sandwich-boarding with the posters.
- 5.7. Alternative peace-oriented children's colouring-in book.
- 5.8. Flea-market stall selling peace toys, AWT Campaign media and general ECC media.

6. Campaign timetable

November W 5: Article ready for AT EASE  
T 11: Letters to magazines posted off  
Th 20: Campaign planning meeting  
T 25: Distribution of media to participants  
W 26 - F 28: Delegations to shops  
S 6: Distribution of pamphlets and stickers inside and outside shops  
Dec M 1 - F 5: Delegations to shops  
S 6: Distribution of pamphlets and stickers inside and outside shops  
S 7: Stall at the South Plaza Flea-Market  
M 8 - Th 25: Ad hoc distribution of pamphlets and stickers.



7. Costs

7.1. Expenditure:

7.1.2.	Pamphlets (A5, 2000)	R67,20	
7.1.2.	Stickers (1000)	R120,00	
7.1.3.	Posters (A1, 300)	R336,00	
7.1.4.	Badges (50)	R16,80	
7.1.5.	Cards (350)	R53,80	
7.1.6.	T-shirts (60)	R336,00	
7.1.7.	Sundry art work	<u>R60,00</u>	R989,00

7.2. Income:

7.2.1.	Sale of posters	R100,00	
7.2.2.	Sale of badges	R40,00	
7.2.3.	Sale of t-shirts	R420,00	
7.2.4.	Sale of cards	<u>R70,00</u>	R630,00

7.3. Excess of expenditure over income = R359,00. This is the amount ECC requests from the Diakonia fund.

8. Financial arrangements

That the above amount be deposited in the Durban ECC bank account.

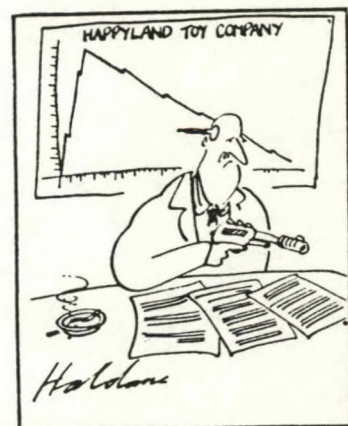
ANY ENQUIRIES TO BE ADDRESSED TO:

Gary Cullen: 216129 (h), 3045883 (w)

Richard Steele: 456574 (h) 3015663 (w)

Sarah Hills: 251922 (h) 3016195 (w)

Nov 28: Our request has been granted.



# TOYS OF WAR . . . or religion - they're all there

## Action Christ just brings in the bucks

HOUSTON: A mannequin called Action Jesus is one of the star attractions among religious toys which in the past year have become a multimillion dollar business in the Southern Bible Belt of the United States.

Others in the series for boys include Action Moses and his arch enemy Pharaoh, Strongman Samson and Delilah, and David and Goliath complete with huge spear and tiny shepherd boy's sling.

"Many of today's toys symbolise everything that proves detrimental to a child's behavioural development," said Jim Flanagan, executive vice-president of Wee Win Toys and Accessories, of Houston, Texas, which makes the new Christian playthings.

"Our toys are an alternative to those."

About 40 percent of the toys sold in the R34 billion American market are based on television cartoon characters associated with "violence, witchcraft, sorcery, occultism, demons, magic and mind control".

For girls and smaller boys there is an array of soft toys, which have names like Holy Cow, Mercy Mouse, Sanctified Skunk, Truthful Teddy and Born Again Bunny.

Most have a label stitched to their chests giving notice of the scriptural passage in which their particular virtue is treated. Guardian Angel Bear also has shiny white wings of "opalescent satin".

Wee Win has been an enormous success. In its first year Action Jesus and company brought in more than \$1 million in sales.



TRYING TO BE RAMBO: Young Alexander Kinane lets it be known what he would like for Christmas. Pic: Morris Ready

By Martin Murphy

THE man is fat and bearded, he dresses in red and carries in a big bag guns, grenades, daggers and even Casspirs and Buffels.

His name is Father Christmas — and the arsenals he gives to excited children every year come along with other harmless toys.

Harmless? The Durban branch of the End Conscription Campaign doesn't think so, and plans, through a new awareness campaign, to focus on the possible psychological effects of "war toys" on children.

An ECC spokesman said the campaign was "based on the idea that children learn their role models through the games they play".

## Move to stop war games

"If they are given role models that reflect war or violent transaction, they can become insensitive to war (and) consider it a natural process," he said.

"What kids don't realise is that you can play a game without its real-life consequences — maiming, disfiguring, death, destruction. These concepts are lost in the game.

"If the games children play are taken on role models of parents, surely it is up to parents to change the models.

"Surely they want their children to get them to be more creative."

The campaign against "war toys" was aimed at creating an awareness of these issues and would be conducted with the aid of stickers, pamphlets and posters.

The ECC spokesman said that in conjunction with this, the ECC would attempt to promote "constructive toys ... toys of learning".

He said Swedish and German restrictions on "war toys" and the advertising of them were the result of "years of campaigning and awareness-creation".

In Durban a number of toy departments and store managers have indicated the demand for replica guns is as high as ever.

The toy department manager at a large city store said: "If you were to list toys on a 'hit parade', guns would be number one."

— Concord News

## Santa's on ECC hit list

By MARTIN MURPHY, Durban  
WEEKLY MAIL Nov. 16

THE End Conscription Campaign is worried about some of the toys Father Christmas will be lugging in his red sack this year — like guns, grenades, uniforms, Casspirs, Buffels ...

The toys are the central focus of a new campaign which has been launched by the Durban branch of the ECC.

The campaign against war toys, said a representative, is based on the idea that children learn their roles through the games they play. "If they are given role models that reflect war or violent action, they can become insensitive to war (and) consider it a natural process.

"What kids don't realise is that you can play a game without suffering its real-life consequences: maiming, disfiguring, death, destruction. Such concepts are lost in the game."

The campaign is aimed at making people aware of some of these issues and trying to promote "constructive toys ... toys of learning". It would make use of pamphlets, posters and stickers. And while it was a regional initiative, the ECC hoped it would take off nationally.

"It was launched specifically around Christmas, a time of good will and peace," said the representative.

"It is ironic that at this time people will give their children the toys of war."

The campaign, co-ordinated by an ECC sub-committee, would be ongoing.

Meanwhile, toy stockists in Durban said interest in fake military and police uniforms had dropped — possibly due to stiff prices — but the demand for toy guns was high.

— Concord News Service

# Will Father Xmas put guns in baby's stocking?

AT EASE, Durban ECC, November 1988

ECC is to run an awareness campaign highlighting the psychological costs of war toys.

A sub-committee of the Durban ECC has been researching the impact of war toys on child psychology and plans are being formulated for a publicity drive to promote a greater awareness amongst parents over the Christmas shopping period.

Camouflage plastic casspirs, polished metal rifle replicas, material belts of play bullets, knives, grenades, helmets, swords ... these are the "toys" so ironically displayed to invite children to celebrate Christmas, the time of goodwill and peace.

It is not surprising toyshops choose to stock these war toys in a society increasingly pervaded by militarism and aggressive response.

The role of the military in our society provides the models for toy imitation, backed up by media reflection and dramatic interpretation in film, television and even comics.

With this constant visual bombardment, it is logical that children will demand such toys.

Although it is unlikely war toys make people aggressive, they make children, our future adults, less sensitive to the suffering of others and more willing to accept war as a natural, albeit undesirable, way of solving problems.

Children learn through play. Intellectual growth



is linked to their opportunity to interact with and influence physically the environment of people and things. Therefore, games that allow enactment of battle and slaughter without the real-life consequences, socialise children into the belief that such activities are naturally part of the social process.

Torture kits are not seen as necessary to explore methods of torture, of disfiguring and maiming someone, as the normal experience of pain is self-explanatory. Therefore, these kits are not sold in toyshops.

The same, unfortunately, does not hold for the other violent role models, as these are practices that society has come to accept and, indeed,

promote.

The concern, then, is whether these early activities and the toys used in them will colour adult attitudes — enemies will become "ready-made" and so too the solutions. Years of campaigning in Sweden and German have brought bans on war toys and restrictions on advertising.

And a recent resolution in the European Parliament calls on member states to limit the advertising of these toys and encourages a progressive reduction in their manufacture, and their replacement with constructive, creative toys.

This illustrates the consciousness raised among adults, the consumers, about the possible effects war toys might have on

their children.

As adults, we are responsible for building alternative communities in which we ourselves do not use guns and bombs to settle disputes, or any violent action to prove a point.

Adults can reduce the availability of war toys merely by realising this and creating alternative role models for peaceful behaviour.

There is a need for South African consumers to become more aware of these issues. But, instead of talking of banning war toys, why not promote toys that are designed for co-operative use and that are sheer joy to use. Why not promote peace toys?

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