

THE ANTIRUMOURS STRATEGY

FORUM ON INTEGRATION 2020

ONLINE CONFERENCE 12 MAY - BRATISLAVA

DANI DE TORRES

THE ANTIRUMOURS STRATEGY (ARS)

A long-term process of **social change** to:

- Prevent **discrimination**
- Promote inclusion & **positive interaction**
- Make the most of **diversity**

THE ANTIRUMOURS STRATEGY (ARS)

An innovative **city strategy** to promote a change on perceptions, attitudes and behaviors that combines :

- Local public **policy**
- Social and citizen's **movement**

THE ANTIRUMOURS STRATEGY (ARS)

Specific objectives:

1. To **engage and empower** a wide range of **stakeholders and citizens** by implementing a local policy and building a cooperative anti-rumours multi-level **network**

THE ANTIRUMOURS STRATEGY (ARS)

Specific objectives:

2. To promote **critical thinking** and raise awareness of the negative effects of **stereotypes, prejudices, and false rumours** by implementing innovative and participative actions to reduce them

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Specific objectives:

3. To influence the political and social agenda so that reducing prejudices and preventing discrimination is recognized as a crucial collective goal for society as a whole

THE ANTIRUMOURS STRATEGY (ARS)

It's **not...**

a **communication campaign** to spread
anti-rumours data and arguments

THE ANTIRUMOURS STRATEGY (ARS)

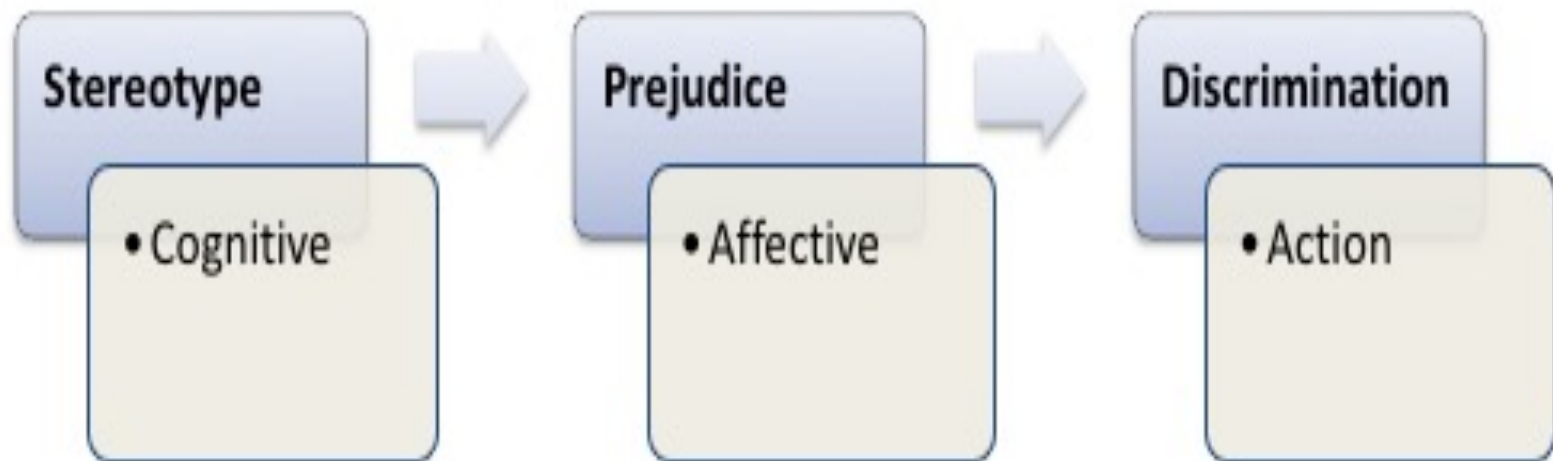
Evolution:

1. Spanish cities
2. European cities (Sweden, Greece, Ireland, Poland, Germany, Italy, Portugal etc.)
3. Non-European (Japan, Mexico, Jordan, Canada, Morocco, UK etc.)

THE KEY CONCEPTS

Stereotypes, prejudices and rumours have a multifaceted nature of their roots, comprising cognitive, emotional and social components

THE KEY CONCEPTS



THE KEY CONCEPTS: RUMOURS

Formula of rumours:

$$R = I \times a \times \frac{1}{c}$$

THE KEY CONCEPTS: RUMOURS

Rumours (and fake news) spread because

- They **confirmed** our previous ideas or beliefs
- They are **compatible** with our own interests
- **Help us** explain complex ambiguous situations, reduce anxiety and **justify** behavior
- Arise in a context of an actual or potential **threat** (tangible and psychological) and often **related to identity**

THE KEY CONCEPTS: RUMOURS

OUR BRAIN cheat us

- To feel better
- To foster our cohesion with the group
- Prefers an explanation (even if fake) than none explanation

THE KEY CONCEPTS: DATA IS NOT ENOUGH

The objective and rigorous information are **not enough** to dismantle prejudices and rumours as their causes and nature are much complex.

THE KEY CONCEPTS: ANTIRUMOURS

- The **emotional** dimension
- Identifying our priorities and goals
- The need to **adapt** them to different audiences and contexts
- **Face-to-face** is more effective
- The relevance of the **messenger** and **channels**

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The anti-rumours approach:

1. Long-term work-in-progress city strategy
2. Political commitment and consensus
3. Social engagement and participation
4. Seducing the ambivalent majority
5. Creativity and innovation
6. Rigour
7. Sustainability

THE ANTIRUMOURS STRATEGY (ARS)

Key elements:

1. Anti-rumours **diagnosis**
2. Anti-rumours **priorities**
3. Anti-rumours **network**
4. Training anti-rumours **agents**
5. Implementing anti-rumours **actions & campaigns**
6. Evaluation of **impact**

1. COMMUNICATION

Logos and slogans



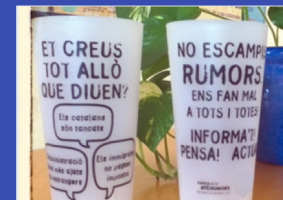
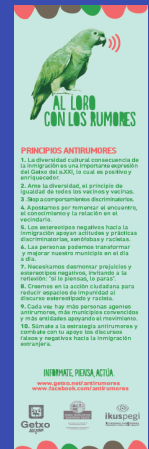
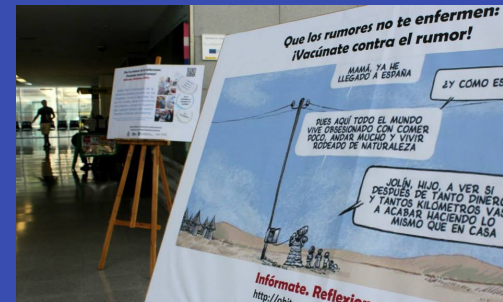
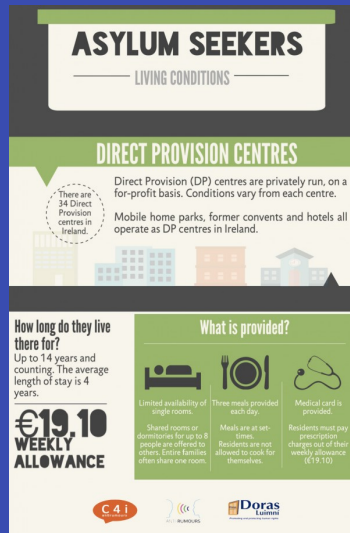
1. COMMUNICATION

Public presentations and events



1. COMMUNICATION

Materials and resources



1. COMMUNICATION

Communication channels



2. ATTRACTING NEW ALLIES



3. KNOWLEDGE & CRITICAL THINKING

Myth:
Migrants get free
buggies on demand



Fact:
There is no such thing as buggies on demand!

The social welfare system in Ireland provides emergency and once-off payments known as Exceptional Needs Payments (ENPs) to vulnerable low income families

The total figure spent on buggies in 2012 nationwide to people of all nationalities amounts to just 0.004% of the social welfare budget!



#DSNTK4EVER

01 DE SANTA COLOMA, PER A TOTA LA VIDA

El projecte de veure de Santa Coloma d'Ordal com a ciutat per a totes les persones amb discapacitat, és un projecte que s'està desenvolupant amb la col·laboració de les entitats locals i dels ciutadans.

02 MENJA'T ELS TEUS PREJUDICIS

¿Has tingut algun prejudici? ¿Has tingut algun prejudici? ¿Has tingut algun prejudici?

03 QUE T'APROFITI LA DIVERSITAT

La diversitat és una font de riquesa i de creativitat. És una font de força i de poder. És una font de vida i de esperança.



A PRACTICAL GUIDE FOR ANTI-RUMOUR AGENTS
How to fight rumours and stereotypes about cultural diversity in Barcelona



juegos para disolver rumores

MANUAL ACTIVIDADES ANTI-RUMORES PARA PERSONAS JÓVENES

#AntiRumores



BILBAO GUBERNUA / GOBIERNO DE BILBAO

Bilbao

4. PARTICIPATIVE AWARENESS



5. POSITIVE INTERACTION



6. DIRECT CONFRONTATION



7. SPACES FREE OF RUMOURS



8. ANTIRUMOURS CREATIVE LABS



9. NEW LEVELS OF INFLUENCE



10. COOPERATION AND EXCHANGE

