

C4i LIMERICK CAMPAIGN

1. Objectives

Raise awareness in Limerick regarding rumors and myths associated with Integration by:

- Mapping key rumors in the region through AntiRumour workshops and interviews with key stakeholders
- Identify 5 main rumors through AntiRumour workshops and stakeholder interviews
- Measure attitudes towards migrants and awareness around Rumours through Qualitative interviews and Quantitative survey (first wave)
- Developing core materials to address Rumours as part of an AntiRumour training network (Film, Web based/App, Creative - i.e. Adobe Voice)
- Use existing networks to deliver a series of AntiRumour Ambassador workshops developing a train the trainers approach
- Encourage groups to develop creative AntiRumour material based on core materials and research
- Measure attitudes in target group through second wave survey
- Promote AntiRumour message through networks

2. Activities

The C4i campaign will use a combination of different methodologies to

- Phase 1 – Mapping & Research
- Phase 2 – Training & Dissemination
- Phase 3 – Evaluation & Reporting

2.1. Expected results and outcomes

The outcome of the AntiRumour campaign will be to:

- Map & Identify key rumours regarding integration that exist in Limerick through workshops, research and surveys
- Develop materials which will form the basis of Anti-Rumour Agent/Ambassador training
- Design training modules that will prepare AntiRumour Agents / Ambassadors to deliver creative open-ended workshops, which are designed to communicate the AntiRumour message
- Provide key Evaluation indicators that will demonstrate a change in understanding as a result of the AntiRumour campaign.
- A final intercultural event highlighting the campaign efforts in Limerick displaying some of the successful AntiRumour initiatives

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2.2. Target group

We have identified youth as our target group, which may include second Level Students, Third level students, City and County Youth groups.

The identification and selection of youth networks was based on mapping and interviews for the Anti-Rumours project.

2.3. Resources

The key resources for the development of the project is the strategic use of the Doras Luimní's role as a migrant rights organisation based in Limerick and its access to networks of key decision-makers as well as its links with the core youth network in Limerick City and County through the Limerick Youth Service.

2.3.1 Doras Luimní

Doras Luimní is a non-governmental organisation that works to promote and protect the rights of migrants. Our three core areas of work are Direct Support, Advocacy and Campaigns, and Integration Planning. Doras is a leading member of the Limerick City and County Integration Working Group (IWG) which brings together civil society and statutory groups to work collaboratively in responding to the integration needs of Limerick's diverse migrant and local communities.

2.3.2 Limerick Youth Service

Limerick Youth Service works with approximately 2,500 young people each year throughout all the clubs and projects. Generally, the young people that Limerick Youth Service works with are between the ages of 10 to 25. Approximately 350 volunteers help and operate Limerick Youth Service clubs and projects. Limerick Youth Service has about 90 staff and was established in 1973. Over the years, this voluntary organisation has grown into the country's largest local Youth Service, offering a range of personal and social development and recreational opportunities to young people throughout Limerick City and County.

2.3.2 The Services of Limerick Youth Service

Mainline Youth Clubs / Groups

Approximately 40 mainline youth clubs are affiliated with Limerick Youth Service throughout Limerick City and County. These youth clubs are mainly operated by volunteers but receive support from Youth Workers, who employed by Limerick Youth Service, through training, information, volunteer recruitment and facilitating club mini-regions / networks.

Direct / Targeted Youth Work

Limerick Youth Service coordinates a number of projects incorporating direct / targeted approaches from a variety of funding sources.

These include the following:

Garda Diversion Projects; Special Projects for Youth (SPY Project); Community Training Centre; Limerick City Youth Café (Lava Java's); Ballyloughran Outdoor Pursuits & Leisure Centre; Youth Information; Moyross Youth Intervention Project and Southill Youth Intervention Project; Creative Programmes; and School Programmes.

3. Calendar

The Limerick C4i programme commenced in January 2014 and will conclude in December 2014. During that period there are three core phases of development including the (Phase 1) Research & Mapping, (Phase 2) Training & Dissemination and (Phase 3) Evaluation & Reporting. While each phased occurs during 2014 and develop in a linear fashion the programme is designed in such a way that the aspects of the Research & Mapping, Training & Dissemination and Evaluation three parts can also at various points throughout the year.

See Limerick C4i campaign table below for further detail.

4. Indicators

The Key Impact Indicators will be designed to take into account the results of the mapping around the existing myths regarding integration in the Limerick Regions. The Indicators will be disseminated to the target group and the larger network and will consist of Qualitative and Quantitative indicators, which will be further developed and finalized following impact evaluator visit in mid-June. The following are an overview of the key qualitative and quantitative indicators:

4.1 Qualitative

Awareness Raising Workshops - Awareness Raising Workshops will be run on the topic of Anti-Rumours. The workshops will include a chance for participants to record the various rumours they have come across, but also to provide a forum for suggestions as to how they have addressed those rumours.

Interviews with stakeholders – A series of stakeholder interviews at the start and at the finish at the programme will contribute to measuring the perception of migrants in Limerick and will also create an awareness of the overall impact of the Anti-Rumours campaign on the target groups.

4.2 Quantitative

- 1st Wave Survey with target groups (Awareness of myths identified in Mapping)
- 2nd Wave Survey with target groups (Awareness of myths and replies / factual information disseminated in workshops)

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ACTIVITY/ACTION	MAIN OBJECTIVES	TARGET GROUP	EXPECTED OUTCOMES	INDICATORS	RESOURCES	TIMING	C4i Activity Phase
Mapping	Identifying rumours and perceptions Research and data collection to dispel identified rumours; Establish communication networks; Identify potential anti-rumour agents	Community Development and Youth Groups; Media; local and national statutory agencies; general public	Identify core rumours and target group Data to counter myths Anti-rumour agents identified for training	Workshops; interviews; surveys	Limerick C4i team	April – June 2014	Phase 1
C4i Logo Competition	Raise Awareness of Anti-Rumours Project Develop a Logo which could be used on Limerick AntiRumours material, web-site	Design and Arts Colleges, Youth Groups, General public	Creation of a logo to be used in Limerick Anti-Rumour material	Submission & Selection	Limerick C4i team	April – May 2014	Phase 1
First wave Survey	Baseline public opinion survey Interviews Focus Groups	Youth Groups through LYS	A baseline for awareness around myths	No. of Surveys / Interviews completed	Limerick C4i team	June – August 2014	Phase 1
Development of Training Materials	Video / Social media Campaign Leaflets and Anti-Myth publications; App; Webpage	Youth & Communities (Parent's Councils, Women's Network)	A core set of materials to directly address rumours	Completed AntiRumours material (i.e. Video / Social media Campaign Leaflets and Anti-Myth publications, App, webpage)	Limerick C4i team in partnership with Limerick Youth Service and target group	May – Sep 2014	Phase 1



Train the Trainers	Train the trainers re intercultural learning / dispelling myths Dissemination of anti-rumours campaign aims / achievements	Youth Workers and Youth Leaders and other identified anti-rumour agents	A series of Train the Trainers courses run in partnership with youth agencies promoting creative approach to disseminating material	A team of trainers who can deliver AntiRumour workshops	Limerick C4i team	June – Dec 2014	Phase 2
C4i Campaign	Dissemination of materials Organisation of Diversity Days Awareness raising workshops with youth, schools, etc. Cultural / Theatrical event on anti-rumour theme Video / Social media Campaign Publicity and engagement with local and national media outlets	Youth Groups, Schools, Community Development Organisations Media outlets	Launch and public awareness around C4i	Development by youth groups of AntiRumour videos, memes, web-pages, twitter accounts, etc.	Limerick C4i team	Apr – Dec 2014	Phase 2
Second Wave Survey	Survey to measure impact	Target Youth Groups	Evidence of impact of C4i Campaign	Survey Results	TBC	Jan 2015	Phase 3
Evaluation	Evaluation of overall Campaign and results	Youth Group	Final Evaluation completed	Survey and Interview	Consultant	Jan 2015	Phase 3