

Limerick: GOOD PRACTICE CASE STUDY 2

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Flash mob! Anti-Rumours & Education

Summary Description:

Stemming from initial Introductory workshops there was an interest in developing a more sustainable model of working with Anti-Rumours that could be embedded into third-level teaching and learning. The local networks around third-level education, along with the participation of Anti-Rumour Advocates from each institution, helped to develop a sustainable programme. Each third-level institution has incorporated the Anti-Rumours project into an aspect of their courses and used the project as an assignment for part of a course. In addition the Limerick Youth Service developed links with Second-level schools and ran workshops as part of their participation in the project. The workshops have resulted in the development of an Anti-Rumours Education pack which can be used in Second-level schools throughout Ireland. Public engagement and awareness will be raised with the help of 3rd level students engaged in the Anti-Rumours campaign have started planning an Anti-Rumours Flash Mob / Performance for the 11th of April in Limerick City centre.

Background, Source of the Idea and Partners:



Stemming from the initial workshops there was an interest in developing a more sustainable model of working with Anti-Rumours that could be embedded into third-level teaching and learning, second-level schools and Informal Youth programmes.

The initial idea came about through the Anti-Rumour introduction workshops conducted in Doras Luimní. In the workshops the participants were encouraged to develop creative ways in which to develop the Anti-

Rumours project. The partners were: TheAnti-Rumour Advocate Network; Limerick Youth Service; Limerick City / County Council; and three third level institutions: University of Limerick, Mary Immaculate College and Limerick Institute of Technology

Specific Goal and Target:

The goal was for students in each of the third-level colleges, second-level schools and youth organisations to engage in issues related to Immigration and Integration, including:

- Creating a sustainable resource for future workshops in Secondary Schools in Ireland
- Developing a public event that highlights Limerick as an Intercultural city and spreading the Anti-Rumour message

Actions, Timescales and Resources:

The Limerick Youth Service underwent tailored workshops for their staff as part of their induction programme in August 2014. The workshops were designed to provide a train-the-trainers approach so that staff could provide the workshops for their youth groups. The training resulted in two core initiatives coming from the Youth Service: An effort to raise asylum issues with the *Youth Congress* and a series of workshops run by the *ICANNB Youth group* in local secondary schools. The workshops in the secondary schools have led to a film on 'Anti-Rumour' issues which the group will be writing and filming. In addition the C4i team are working with the ICANNB group to develop a resource for Secondary school students that could be used in conjunction with the Anti-Rumours web-site www.antirumours.net to deliver Anti-Rumour sessions to secondary schools.

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- In The University of Limerick approximately 100 students in Psychology participated as part of a Political Psychology course delivered by one of our Anti-Rumour advocates.
- The Anti-Rumours approach has been included in the Development Education module run by Mary Immaculate College as part of the teacher training programme. The module encourages participants to take part in an external event and lists the Anti-Rumour workshops and was organised by another Anti-Rumour Advocate and Course Director in Mary Immaculate College.
- The MA in Social Care course in Limerick Institute of Technology (LIT) has adopted the Anti-Rumours methods as part of its Diversity module and are currently working on projects as part of an Anti-Rumour assignment co-ordinated through Course Director Karen Sugrue. The students staff are being trained in the 'Anti-Rumour' methodology as part of the Teaching and Learning seminar organised for staff of all three universities on the 26th of April, 2015 <http://www.teachingandlearning.ie/event/practice-preach-teach-transition-work-culturally-diverse-environments/>

Myth #1:
“Migrants are only here for hand-outs”

Facts:
Migrants come to Ireland for many reasons including employment prospects and a better way of life, just like the Irish who emigrated to the UK, North America and Australia.

Almost 80% of migrants in Limerick are of working age (15 – 65 years) and are highly educated – **60% of non-Irish nationals have completed third-level education.**

60%
completed
third-level education

The infographic features a red graduation cap icon above the 60% statistic.

In addition, third level students engaged in the Anti-Rumours campaign have started planning an Anti-Rumours Flash Mob / Performance for the 11th of April in Limerick City centre.

Challenges Encountered: Determining what in Anti-Rumour vs. Intercultural –

It was difficult for those outside and inside of the project to see the difference between an Anti-Rumour project and an Intercultural event. This was made more problematic in Limerick as 2014 was the year in which Limerick became involved in the Intercultural Cities initiative. Thus, many City and County officials as well as members of the public and volunteers thought of the two initiatives as one. In addition, suggestions from volunteers (advocates) around possible Anti-Rumour initiatives often resembled 'Intercultural events' which lacked a specific focus on 'Rumours'.

The Time-scale is too short for a full intervention and makes it difficult for the original intention which was to measure changes in opinions once the project has run its course. The distance between the first-wave survey and the second-wave survey was extremely short. In addition the training was later in the program and meant that it was difficult to keep the momentum up with some volunteers / groups who expressed an interest early on in the programme. In addition it was noted that through the Limerick Youth Service **workshops in schools that the** timing of workshops were challenging as there was a limited amount of time that Secondary Schools would allow for workshops to be run.

Outcomes:

- Anti-Rumours School workshops – Limerick Youth Service ICANNB group
- Anti-Rumour Education Pack (Booklet, Sheets and Badges)
- Anti-Rumour Flash Mob

1: Anti-Rumour Advocates at ToT



This is a project which is planned for March of 2015 but has had good support from local third-level colleges (International offices & community engagement) as well as students in LIT, Mary Immaculate College and the University of Limerick. The mob will include students from all three colleges and highlight the intercultural contribution made by students to the city. The mob will use Anti-Rumour facts on placards as well as the Anti-Rumour logo as part of the performance which is due to take place in Limerick city centre.

Learning along the way:

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Disconnect from original idea of 'viral' communication / social media - We have noticed an overall disconnect with the original idea behind 'Communication 4 Integration' which was to focus on delivering some aspect of Anti-Rumour information which could become 'viral' through social media / networks. We have tried to incorporate some element of 'viral' information through our use of social media (twitter, facebook) and our online presence (anti-rumour web-site) as well as workshops in online animation and infographics; but this may be part of the sustainable part of the project which may develop more over time.