



Amadora: Do not feed the Rumour! Campaign

Communication Tools: Expression through “positive dialogue” and art

There are indications of the beginnings of a ‘snowball’ effect. Teachers are working in several schools in Amadora enabling them to talk about the issues and express themselves through “positive dialogue” and art.



While the Project targets children and teenagers and builds their skills, the idea is that these go on to influence their primary and secondary support networks i.e. family, friends, colleagues, teachers and fellow pupils.

For example, the *Seomara da Costa Primo* High School initiative enables students to develop the theme of rumours and anti rumours through various artistic resources, including photography, singing, visual arts, and positive dialogue in classes, building their abilities as anti rumours agents. The idea of promoting "expression through art" and “positive

dialogue” arose spontaneously from teachers already trained as trainers, adapting the ideas to their daily practice. Schools thus function as both receivers of skills and further disseminators in a ‘viral’ communication and dissemination process.

In *Almeida Garrett* 2nd and 3rd Basic Cycle School, workshops were run with students in 5th to 9th grade classes. The school curriculum includes an *Education for Citizenship* theme, including tolerance and social inclusion, and the C4I project material has been integrated within that. The teachers who had received training developed the materials on the topic, using PowerPoint, and provide it to their colleagues. A total of 29 teachers and 622 pupils from 5th to 9th grade are involved.

On the school’s *Patron’s Day*, the *Did you know that...?* leaflets with information on immigrants were also distributed to parents and other members of the educative community. Thus the school is proactively using relevant school occasions to promote the *Do Not Feed the Rumour Campaign* and encourage a positive dialogue within the wider school community.

Ultimately the goal is to disseminate these sessions to other schools, creating a specific methodology to students of the 2nd and 3rd Basic Cycle and to Secondary Grade students.

The *Do Not Feed the Rumour Campaign* is also being adopted in 1st Basic Cycle Schools on the *Pedagogical Council* projects throughout the Municipal Amadora Educa Programme. Teachers responsible for anti rumours information are provided resource to:

- Use the symbol of the *Do not Feed the Rumour Campaign* in school stands;
- Stimulate anti rumour group sessions;
- Publicise the C4I Project through the educative community;
- Provide visibility to the Project, reinforcing the interest of the local authority in social inclusion.

The strong link with schools and the interest raised by the campaign have led some teachers to select the diversity as the subject of plays being prepared for the *Amadora Annual Theatre Show* taking place in May.