

Amadora: Do not feed the Rumour! Campaign

Case Study:

Training for Trainers of Anti Rumour Agents: The Snowball Effect

Summary



The launch of the *Do Not Feed the Rumour! Campaign* – a core activity of the C4I project– by the Amadora Social Network, coupled with the training of anti rumour agents, is disseminating the principles, values and mission statement into its community.

There is evidence that the ‘snowball’ (or multiplier) effect is taking hold as those involved in the Campaign proactively develop C4I activities that positively influence the target group. The growing influence of the Campaign in schools has seen the emergence of immigration and social inclusion themes in an open, innovative and creative way, enabling students to explore

their feelings, thoughts and behaviour about cultural differences, stereotypes, prejudices and rumours, through art and a process called “positive dialogue”.

Background, source of the idea and partners

The *Social Network* is a forum for coordination and pooling of effort, built on a commitment of authorities and public or private entities to eradicate/reduce poverty and social exclusion and to promote social development. The goal is to foster the emergence of a common awareness of social problems and encourage a response and the optimization of actions at the sites. Established by Law, each community develops new joint actions and sets priorities and plans, in an integrated and inclusive manner, to build a partnership between public and private entities covering the territory.

The Municipality of Amadora joined the Social Network Program in 2003. The Amadora *Local Council of Social Action*



(CLAS) was established in 2003 and has 74 partners. CLAS represents a broad social consensus; its participation in the Project is thus essential to the success of the *Do not feed the Rumour! Campaign*.

The *Anti Rumours Local Network* is emerging in this context based on *anti rumours training* provided to members of CLAS interested in the theme. The *training of trainers* of anti-rumours agents (alongside an existing network of intercultural mediators in public services) is the basis for a *snowball effect* within and beyond CLAS. The network of agents will extend and solidify as more members of CLAS become involved, and continue on to train further agents in the community.

Specific Goal and Target

The main target of anti-rumour training is members of CLAS. The main objectives of training anti rumour agents in CLAS are to build



a network of partners capable of dealing with stereotypes, prejudices, discrimination and rumours against immigrants; to mobilize and build the capacity of CLAS members on the theme of immigrant social integration and social inclusion; and to influence positively the community by acting as facilitating agents in the fight against exclusion of immigrants in Amadora.

Actions, timescales and resources



The C4I Project began with a presentation to the Plenary Session CLAS in early 2013. In all 43 local partner organisations heard the main objectives and methodology and had an opportunity to ask questions and exchange views on possible community campaigns. In two later workshops in mid May, 20 of those most interested went into more detail. They identified common rumours about Amadora, including negative (e.g. many violent robberies, crime) and positive messages (e.g.: good accessibility, International Comics Festival), and beliefs about the immigrant population (e.g. criminality, dependence on subsidies). A further

workshop, “Acting Together”, was held with 25 CLAS representatives. These brought new ideas and challenges to the *Do Not Feed the Rumour! Campaign*. Specific ideas emerged for activities and for collaboration in partnerships for interculturalism, cultural diversity and social cohesion.