

## Limerick: Good Practice Case Study 1

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### Infographic Workshops & Anti-Rumour Pop-up Café

#### Summary Description:

The workshops were a central part of the development of Limerick's C4i strategy. There were several phases of workshops run throughout the project:

- *Introduction to Anti-Rumours* workshops.
- *Anti-Rumour Advocate & Train the Trainers (ToT)*: These workshops helped to strengthen the Anti-rumour network and provided ToT approaches for those interested in individual responses to common rumours regarding migrants.
- *Creative workshops*: These workshops were designed to provide a creative focus to the way in which the Anti-Rumour message was communicated.

The final aim of the workshops was to develop a series of Infographics which could be used on Social media but would also be able to use as posters / displays for the Anti-Rumour pop-up café.

#### Background, Source of the Idea and Partners:

##### 1. Anti-Rumour Workshop in Ballhoura, September 2014



Limerick was one of the first in the group of pilot cities to run workshops, and the evolution of the workshop and material reflects this. The Limerick team were also conscious of the need to design the workshops to meet with the needs of the project as identified through the First Wave Survey. Furthermore the workshops were designed in a way to ensure flexibility so that they could be used in a variety of environments.

The *Introduction to Anti-Rumours* workshops were designed as briefings to develop the Anti-Rumour network and encourage the recruitment of Anti-Rumour Agents (referred to in Limerick as 'Advocates'). The workshops had a dual purpose (1) introduce participants to the concept of Anti-Rumours and (2) 'harvest' common rumours, myths and misconceptions heard about immigration and integration as part of the research phase of the project.

The *Anti-Rumour Advocate & ToT* workshops were designed to focus on the individual responses to the common myths and rumours faced by individuals in day-to-day conversations. These workshops were based on the rumours 'harvested' as part of the *Introduction* workshops and included interactive approaches such as role-plays and group discussions in order to develop advocates skills to respond to the most common rumours.

The *Creative workshops* focused on the development of larger public awareness. The focus was to engage participants in the planning and discussion of group efforts to raise awareness around the common rumours and how to counter them.

### **Specific Goal and Target:**

The specific targets included:

- Develop a series of workshops that could be applied to a variety of audiences and allow participants to engage in the development and production of infographic and animations for the Limerick Anti-Rumours project.
- Produce a sustainable resource through the development of the Anti-Rumours web resource.
- Encourage Limerick City and County Council support for migrant issues through Anti-Rumours events linked to Limerick's new designation as an Intercultural city
- Host 2 Pop-up Anti-Rumour Cafés which would promote the Anti-Rumour message and act as a public space for integration.

### **Actions, Timescales and Resources:**

The actions were based on three phases:

- Introduction to the Anti-Rumours concept
- Training the core Advocates and developing individual skills to respond to 'rumours'
- Creative workshops and public engagement

The main resources involved in this were the development of training materials, research into the top 5 myths from the introduction workshops, development of an Anti-rumours web-page and the hosting of public events (including the Intercultural Celebration / launch of the 'Top 5 myths' booklet) and the Anti-Rumours Pop-up Café.

### **Challenges Encountered:**

The key challenges faced locally related to volunteer engagement and momentum moving beyond the core group of advocates.

Many volunteers were full of ideas, but were reluctant to pursue them due to time commitment. A core group of volunteers (Advocates) have remained in the programme and contribute to monthly volunteer meetings; however it is noted that there is a need for a secretariat (C4i) that can keep the momentum in the programme.

### **Outcomes:**

- A series of workshops (Introduction, Advocate (ToT), Creative)
- Top 5 myths booklet
- Infographic posters / display
- Anti-Rumour Pop-up Café

The additional element to workshop sustainability is the interest in Limerick City and County Council using the format to work with their staff around intercultural issues. Furthermore the Anti-Rumour

2 Anti Rumour Advocates at Pop-up Café February 2015



approach has increased the capacity of Doras Luimní to deliver workshops based on the theme of challenging myths and misinformation and these workshops will be incorporated into the Doras Luimní training programme offered to statutory and non-statutory agencies.



*Anti-Rumours Top 5 myths booklet & Poster*

### **Learning along the way**

Limerick is looking into developing Anti-Rumour Animation workshops but that requires access to animation facilities. We ran a specialist workshop on visual communication and infographic design and that generated good feedback from the participants.

We also found that the original idea of creating infographics in the workshop proved to be more challenging as it took some time for participants to get used to using online infographic software such as Piktochart and Infogram.