



# ANTI-RUMOUR STRATEGY

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**BILBAO COUNCIL**

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*This document describes the comprehensive anti-rumour strategy to be developed by the Bilbao Council's Area of Equality, Cooperation and Citizenship in 2014-2015 within the*

*framework of the European project "Communication for Integration C4I", funded by the European Union and the Council of Europe, with counterpart funding from local institutions.*

*General project coordination will be carried out by staff from the Area of Equality, Cooperation and Citizenship together with Bilbao Metr poli-30 Technical Assistance, within the framework of the General Collaboration Agreement between the Bilbao Council and Bilbao Metr poli-30.*

*The Basque Observatory of Immigration Ikuspegi and various social organisations that work in the municipality in areas falling within the scope of the anti-rumour project will collaborate by assisting with the running of the planned activities.*

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## INTRODUCTION

With this project the Area of Equality, Cooperation and Citizenship purports to keep working along the lines of the municipal strategies it has been pursuing since the end of 2012 and throughout all of 2013, designed to combat the negative stereotypes associated with immigration and foreigners from the perspective of attitudinal changes in social psychology.

People's behavioural disposition in relation to foreign immigration and foreigners depends on their attitude towards these issues. It will be positive or negative depending on how their attitude has developed in the course of their lives and their personal experiences.

An attitude such as that held towards immigrants and foreigners is developed in the course of life and composed of a set of variables, information, experiences, data, sensations, beliefs, emotions, values, situations, facts, etc. which are intertwined and interact mutually.

An attitude can be defined as:

- ❑ A mental and neural state of readiness, organised through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related (Gordon Allport, 1968).<sup>1</sup>
- ❑ The individual predisposition to evaluate some symbol or object or aspect of his world in a favourable or unfavourable manner (Daniel Katz, 1960).<sup>2</sup>
- ❑ A set of categories used by the individual to evaluate a stimulus field, which he establishes in the process of learning about this field while interacting with other people (José R. Torregrosa, 1974).<sup>3</sup>
- ❑ A unitary psychic compound related to what the individual thinks, feels and does with respect to a particular socio-cultural object (Gerardo Pastor Ramos, 1978).<sup>4</sup>

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<sup>1</sup> Gordon W. Allport: "Attitudes", in (Murchison C.), "A handbook of social psychology", Worcester: Clark University Press, 1935.

<sup>2</sup> Daniel Katz: "The functional approach of the study of attitudes", in Public Opinion Quarterly, 24, 1960.

<sup>3</sup> José R. Torregrosa: "Teoría e Investigación en la Psicología Social actual". Instituto de la Opinión Pública. Madrid, 1974.

<sup>4</sup> Gerardo Pastor Ramos: "Ensayo de Psicología Social sistemática". Universidad Pontificia de Salamanca. Madrid, 1978.

In summary, an attitude has three dimensions or components: cognitive, affective and behavioural.

The cognitive component of an attitude is made up of all the rational information that people accumulate during their lives in relation to themselves. We are referring to data, information, arguments, experiences, etc. that are rational in nature. This cognitive dimension can also be understood as an ideological belief (perceptive image, intellectual proposition) regarding any psychosocial object. All attitudes contain elements based on notion, imagination, perception and concept (data).

Figure 1. Attitude components



The affective component relates to the feelings produced by the target object of the attitude. In the case of attitudes to immigration and foreigners, it relates to what we feel towards these issues: curiosity, solidarity, uncertainty, fear, comradeship, hate, empathy, compassion, rejection, competition, etc., always from an irrational perspective. In their affective component, attitudes could be better described as feelings rather than emotions.

Both components aim for balance, although we know that with attitudes towards immigration and foreigners, whether in favour (xenophilia) or against (xenophobia), the main role is played by the affective component. It bears more

weight and sets the guidelines for behaviour. However, the role of the cognitive component is also important, as a basis and support for the attitude as a whole.

People try to avoid imbalance or incoherence between the affective and cognitive components. We try to avoid what is called cognitive dissonance because we cannot live with a 'bipolar' attitude: we cannot feel bad about foreigners when all our rational information about them is positive. Similarly, we cannot feel comfortable with foreigners if all our intellectual baggage about them is composed of negative elements.

We seek out a balance between these two components, in such a way that they influence us to act one way or another, since attitudes are a predisposition towards action (behavioural component): if the attitude is xenophilia then a person will be predisposed to positive behaviour regarding immigration and foreigners, whereas, if the attitude is xenophobia, then that person will be predisposed to negative behaviour. It entails a disposition and tendency to react to an object in a more or less fixed way, sometimes observable in external conduct, whether physical or verbal, or intentional and symbolic.

The environment in which a person lives will affect this predisposition to act. People with positive attitudes towards immigration and foreigners tend to show positive behaviour if their environment allows them to do so. However, they are occasionally unable to do so because circumstances pose a clear and evident contradiction to their acting in harmony with their initial and desired intention. To cite an extreme case: a person with a positive attitude towards immigration and foreigners can have contradicting or at least neutral reactions not expressing their xenophilia if they find themselves amidst an angry mob with a foreigner who has committed a crime. Similarly, a person with a negative attitude towards immigration is unlikely to respond coherently to a foreigner's heroic act in a natural disaster.

The environment and the circumstances where the attitude manifests itself in action are also fundamental elements to its behavioural scope.

In the search for an analogy to help us understand the dialectic interrelationship between the three dimensions (whereby each one shapes the others), nature offers some striking examples. An attitude can be considered conceptually similar to the organism of fungi and mushrooms: fungi have a very

complex and intricate organism with underground roots associated to certain tree roots that are not seen but produce mushrooms on the soil surface at specific temperatures and humidity levels. Fungi (the roots, attitudes) are always there but only produce mushrooms (fruit, action) under specific circumstances.

Although in general, there is a stronger link between the affective and behavioural dimensions (especially in xenophobic attitudes), all three are connected and require balance. We as persons need and constantly try to maintain coherence and consistency between the three components of an attitude in order to feel comfortable with ourselves.

It is in this search for balance and consistency, and in the attempt to avoid and reduce cognitive dissonance, where stereotypes play an important role.

Stereotypes are no more than unfair generalisations regarding a group; mental categories used to characterise all the members of a socio-cultural grouping which are normally false or very inaccurate. They are normally bound up with "prejudiced attitudes", or in other words, aversive feelings and discriminatory behaviour. By way of example, a stereotype would make us think that if a foreigner commits a crime, then all foreigners must be criminals.

Stereotypes are a kind of implicit theory of personality, the logic of which is openly derogatory as it alludes to highly inductive partiality and bias; i.e., a high level of subjectivity and error.

They belong to the rational sphere and are consequently developed in the cognitive component of attitudes. In this component, information is stored in the form of arguments, data, experiences, etc., and more or less organised and sustained empirically and theoretically.

All the information an individual is able to collect about foreigners is located in the rational sphere and shapes the cognitive component of his or her attitude. If the attitude is mainly positive towards immigration and foreigners, it will contain information coherent with this attitude, or at least the positive information will outweigh the negative.

Negative stereotypes in social discourse normally support and are associated with negative attitudes towards immigration and foreigners. That is why they are

necessary to people with xenophobic attitudes: because they are coherent with their affective reactions, they support, foment, strengthen and lend cohesion to the xenophobic attitude itself and guide them, if the environment permits, towards xenophobic acts.

Prejudiced people who are for or against an ethnic group normally use perceptive stereotypes the most. In a prejudiced attitude, there are two pronounced and well-defined components (affective and connotative) to which a justifying cognitive superstructure proves opportune. This cognitive force (partial and biased) can be provided by the stereotype.

In short, a prejudice can be distinguished from a stereotype in that the former is a real attitude, while the latter is no more than a cognitive component which could be true or false. The prejudiced feelings can exert an influence in that the person tries to justify them by adopting stereotypes (theories) that are in line with their affective tendencies of attraction or rejection.

We should combat negative stereotypes by offering information, data, experiences, stories, arguments, etc. that reflect reality more closely, for two reasons:

- 1) to undermine xenophobic discourse and to provide information against the affective component (feelings) of xenophobic persons, to create cognitive dissonances, to break the balance and internal consistency of xenophobic attitudes, to distort xenophobic discourse, to obstruct xenophobic behaviour and, ultimately, to bring about an attitudinal change in xenophobic persons.
- 2) to consolidate and promote xenophilic discourse and provide information in line with the affective component (feelings) of xenophilic persons, to avoid cognitive dissonances, to maintain the balance and internal consistency of xenophilic attitudes, to clarify xenophilic discourse, to facilitate xenophilic behaviour and, ultimately, to avoid attitudinal change in xenophilic persons.

In terms of changing prejudiced attitudes, such as xenophobia ("an ethnocentric prejudice that refers to antagonism, rejection, hostility, incomprehension and

phobia towards minority or majority groups to which one does not belong"<sup>5</sup>), we must understand that we are fighting against a particularly strong prejudice difficult to manipulate and change because its affective component is very intense and barely influenced by cognitive and ideological components. It is important to attack these attitudes in terms of all their components, not only with regard to stereotypes (the cognitive component) or on the rational plane.

Rumours can be defined as "stories meant to be believed, passed orally from person to person, without reliable means of proof"<sup>6</sup>. They entail "an affirmation presented as true without any concrete information to verify their accuracy"<sup>7</sup>. These can be urban legends, gossip or hoaxes. In any case, while stereotypes and rumours do share some characteristics, rumours are not strictly linked to attitudes. Thus it was, perhaps, that the pioneering Catalanian strategy for combating negative stereotypes towards immigration in the municipality of Barcelona used the commercial branding strategy of "anti-rumours"<sup>8</sup>, when, technically, it was an "anti-stereotypes" campaign.

To effectively combat negative stereotypes, we must design strategies oriented towards acting in the three areas previously described: cognitive, affective and behavioural. We believe that only a comprehensive perspective on how to act can be successful in changing xenophobic attitudes and consolidating xenophilic attitudes. By acting in one area, we strengthen the action carried out in the other two because of the mutual interaction between the three components. In fact, separating the strategic areas (attitude components) and the action to be developed for each is a methodological simplification because these strategic areas are inseparable. All actions will, to a greater or lesser extent, have direct or indirect implications for the three components of attitudes towards immigration and foreigners expressed by the inhabitants of the municipality of Bilbao.

We are aware that attitudes are an articulated set of beliefs, perceptions, feelings, affiliations, values, etc. that are stable and resistant to change. However,

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<sup>5</sup> Gerardo Pastor Ramos, op.cit. 1978.

<sup>6</sup> Allport and Postman, 1947.

<sup>7</sup> Allport and Postman, 1947.

<sup>8</sup> The first comprehensive strategy to combat rumours and stereotypes regarding cultural diversity was put in place in the municipality of Barcelona in 2010, encouraged by the city council. It was the precursor to the well-known "xarxa antirumors" (anti-rumours network). While other Catalanian municipalities had previously organised similar actions, they did not turn into comprehensive strategies nor did they achieve the same level of diffusion as the "anti-rumours network".

we are still convinced that this project's approach and strategies will actively help to improve inter-cultural coexistence in the municipality of Bilbao.

## **PHASE 1 - LOCAL INVESTIGATION AND IMPACT ASSESSMENT**

### **INVESTIGATION AND ASSESSMENT**

The objective of this phase is to identify deep-seated rumours, prejudices and stereotypes in Bilbao, collecting statistical and objective information able to combat these rumours. During this phase, key local agents for the anti-rumour strategy will be identified by gathering information about public institutions' and relevant social organisations' different experiences and initiatives. At the same time, the groups and neighbourhoods demonstrating a greater need for intervention will be identified. A justification for these decisions will also be offered.

#### **Assessment will collect the following information:**

- a. Perceptions, prejudices and rumours in the city.
- b. Identification of target groups and key local agents for the process (neighbourhoods, social organisations, neighbourhood associations, Gaztegunes).
- c. Statistical data of informative interest on migration and diversity that can challenge community rumours and stereotypes.
- d. Benefits of diversity. Success stories. Impact of diversity on local development.

The project's expert coordination team has suggested a methodology for performing this assessment. However, considering that both the Autonomous Community of the Basque Country and local institutions have been developing anti-rumour strategies since 2012, and as a result, a lot of relevant information and documentation have already been sourced and produced towards these

objectives, the Bilbao Council proposes the following alternative methodology for the assessment:

Methodological Requirements		Requirements	Tasks Bilbao
		<p>Identification will be requested, including:</p> <ul style="list-style-type: none"> <li>- <b>Internal staff</b> (municipal staff from different departments, municipal workers who deal with the public, social workers, politicians from the government and the opposition).</li> <li>- <b>External staff</b> (people belonging to social, cultural, immigrant, sporting, neighbourhood, commercial, parents' and young peoples' organisations).</li> </ul>	<p>For all the projects presented, people who correspond to the profile requested have been included.</p> <ul style="list-style-type: none"> <li>- <u>Staff at institutions</u> (Getxo via 35 questionnaires and GV. <a href="#">Frena el Rumor (Stop Rumours)</a>, Bilbao, including staff from the Area of Participation).</li> <li>- <u>External staff</u> (Getxo via 7 interviews. In Bilbao, representatives from different associations, the workshops in Rekalde, GV independent experts. <a href="#">Frena el Rumor</a>).</li> </ul>
Methodological tools	<b>Workshop (1 or 2)</b>	From 25 to 40 persons	<p>For the various projects, the following workshops have been held to identify rumours:</p> <ul style="list-style-type: none"> <li>- Bilbao (4 workshops).</li> <li>- Workshops held by the group of experts in charge of writing the Anti-rumour Guide, edited by the Basque Government.</li> </ul>
	<b>Interviews or questionnaires</b>	From 15 to 25 persons (both internal and external staff)	<ul style="list-style-type: none"> <li>- Getxo. 35 online questionnaires to professionals from the municipality who deal directly with the public in various Public Administration entities.</li> <li>- Getxo. 3 in-depth interviews with professionals from the city.</li> <li>- Bilbao Perception Barometer 2014. 800 questionnaires</li> </ul>
	<b>Documentation summary</b>	Assessment	

## IMPACT ASSESSMENT

This part will try to analyse the impact of the anti-rumour intervention.

The following describes a methodological proposal for measuring the impact of the campaign, focusing on the Deusto neighbourhood.

The methodological proposal for impact assessment may be similar to the following:

1. **Preliminary measurement of perceptions, stereotypes and attitudes among the target population of this study:** 5-minute in-person surveys among 200 subjects from the Deusto neighbourhood (maximum sampling error +/-6.9%, confidence level 95%,  $p=q=0.5$ ). Sampling of random routes with quotas for age and sex. Sampling points in the neighbourhood: 10 routes that will ensure geographic coverage.

### Possible items to measure:

1) Agreement or disagreement with the content of a series of sentences reflecting stereotypes:

- a) Immigrants take excessive advantage of Guaranteed Income, to the point of monopolising it.
- b) Immigrant students lower the education level in schools.
- c) Immigrants take our jobs.
- d) Immigration increases male chauvinism and gender violence.
- e) Immigrants do not want to assimilate.
- f) Immigrants abuse the Basque healthcare system and hold up the emergency units.
- g) Immigrants hog official protection housing.
- h) Having foreign immigrants in Euskadi increases unemployment.
- i) Immigrants pay less tax than what they receive in return.
- j) Immigrants do not know general rules and lack civic-mindedness.
- k) Immigrants live off and abuse welfare payments.
- l) The arrival of foreign immigrants in Euskadi will halt development.

2) Evaluation of coexistence

If you had to evaluate the atmosphere of coexistence and the relationships between the local and foreign populations in your municipality or neighbourhood from 0 (very bad) to 10 (excellent), what score would you give?

Very bad										
Excellent										
0	1	2	3	4	5	6	7	8	9	10

Subsequent measurement of the campaign's reputation and reception, and of perceptions, stereotypes and attitudes among the target population of this study: 5-minute in-person surveys among 200 subjects from the Deusto neighbourhood (maximum sampling error +/-6.9%, confidence level 95%,  $p=q=0.5$ ). Sampling of random routes with quotas

for age and sex. Sampling points in the neighbourhood: 10 routes that will ensure geographic coverage.

**Possible items to measure:**

1) Agreement or disagreement with the content of a series of sentences reflecting stereotypes:

- a) Immigrants take excessive advantage of Guaranteed Income, to the point of monopolising it.
- b) Immigrant students lower the education level in schools.
- c) Immigrants take our jobs.
- d) Immigration increases male chauvinism and gender violence.
- e) Immigrants do not want to assimilate.
- f) Immigrants abuse the Basque healthcare system and hold up the emergency units.
- g) Immigrants hog official protection housing.
- h) Having foreign immigrants in Euskadi increases unemployment.
- i) Immigrants pay less tax than what they receive in return.
- j) Immigrants do not know general rules and lack civic-mindedness.
- k) Immigrants live off and abuse welfare payments.
- l) The arrival of foreign immigrants in Euskadi will halt development.

2) Evaluation of coexistence

If you had to evaluate the atmosphere of coexistence and the relationships between the local and foreign populations in your municipality or neighbourhood from 0 (very bad) to 10 (excellent), what score would you give?

Very bad											Not sure
Excellent											
0	1	2	3	4	5	6	7	8	9	10	99

3) Reputation, impact and reception of the campaign

a) Changing the topic, have you heard of a campaign held in the Rekalde neighbourhood in 2013 to improve coexistence between local and immigrant populations?

Yes	1
No	2
Not sure/Does not respond	0

b) Do you remember the name of the campaign? The slogan?

Yes, Bilbao Be Inclusive	1
Yes, another name	2
No	3
Not sure/Does not respond	0

c) Do you remember seeing this logo anywhere?

Yes	1
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No	2
Not sure/Does not respond	0

d) Where did you see it?

In the neighbourhood	1
In the press	2
In the Gazteleku	3
Somewhere else	4
Not sure/Does not respond	0

e) From what you know about this campaign, what do you think about it? What score would you give it from 0 to 10, 0 being the worst and 10 the best?

Very bad										
Excellent										
0	1	2	3	4	5	6	7	8	9	10

Comparison of data before and after the snowball campaign.

2. **Qualitative evaluation:** group dynamics with input from the anti-rumour agents (8 agents) trained for the snowball campaign, as part of a community strategy to create a peer network to combat negative stereotyping of foreign immigration. Discussion and evaluation of the process, results and impact.

## PHASE II - DESIGNING THE PROJECT CAMPAIGN

The general campaign of the project will be designed in this phase, defining its phases, activities and intervention methodology.

## PHASE III - PROJECT LINES OF ACTION

### NEIGHBOURHOOD INTERVENTIONS

Deusto

To be able to work with the affective component of prejudiced attitudes towards immigration and foreigners, our proposal is as follows: by stimulating reflection and debate and communicating information via peer networks and opinion leaders (people who have credibility for the general population), we hope to curb rumours and stereotypes and undermine the cognitive foundations of prejudiced attitudes, offering information that generates cognitive dissonance and alters its affective component, bringing it closer to the reality of the data and taking it further away from its association with false negative stereotypes of immigration and foreigners. Our idea is to build an accumulative "snowball".

The methodology of communicating "snowball" information has its precedents in and is inspired by other projects in which members of the Ikuspegi team have participated. Specifically, it was used by Domingo Comas and José A. Oleaga in "Programa ADI!" (Intelligence Support and Development Programme) as part of the broader "Proyecto URB-AL" (URB-AL Programme) called "Boulevard. Recorridos de Salud" (Boulevard: Health Circuits) in 2006 for the Bilbao Council Area of Health's Drug-dependency Service.<sup>9</sup>

This methodological action model was developed by Fundación Atenea/Grupo GID while working on harm and risk reduction associated with drug-use, especially in prisons.<sup>10</sup>

This methodology was then adapted and applied by José A. Oleaga and Carlos Díaz de Argandoña in 2010 in Programa Kirolalde in order to combat violence, fundamentally parental violence, and school sports violence in Bizkaia, when Oleaga was Coordinator of the Basque Committee against Violence in Sport (2006-09), a department of the Basque Government's Sports Management.<sup>11</sup>

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<sup>9</sup> The Bilbao Council edited a publication entitled "Experiencia comunitaria de reducción de riesgos asociados a los consumos juveniles de drogas en la noche bilbaína" (The community experience of risk reduction associated with drug-use among young people at night-time in Bilbao), which describes Programa ADI!, its methodology and the results obtained. Legal Deposit BI-2080-08.

<sup>10</sup> G. García has various publications about this work method: "Guía didáctica y guía metodológica del programa de mediación en salud en prisión" (Didactic and methodological guide for health mediation programmes in prisons), Grupo GID, Madrid, 1998; "participación de usuarios de drogas como agentes de salud en programas de reducción de daños y prevención del VIH/SIDA" (participation of drug-users as health agents in programmes for harm reduction and HIV/AIDS prevention), *Revista Española de Drogodependencias*, vol. 27, no. 3, 2002; "Guía de evaluación para programas de mediadores/as en centros penitenciarios" (Evaluation guide for mediator programmes in correctional facilities), Grupo GID, Ministerio del Interior, Ministerio de Sanidad y Consumo, 2003; and in collaboration with E. Gutiérrez and L. Morante, "Bola de nieve: guía para la formación de usuarios/as de drogas como agentes de salud" (Snowball: a guide for training drug-users as health agents", Grupo GID, Madrid 2004.

<sup>11</sup> In this case, the snowball methodology was applied to working with boys and girls who played school sports, using the school trainers as collaborating agents. This action was developed as part of Proyecto Kirolalde.

Throughout 2013, the Ikuspegi research team put this methodology into practise to combat negative stereotypes associated with foreign immigration in the Rekalde district in Bilbao (the "Be Inclusive Bilbao Project", Xabier Aierdi, Iraide Fernández and José A. Oleaga) and in the municipality of Getxo (Xabier Aierdi, Maite Fouassier and José A. Oleaga).

The key to the snowball methodology is the direct role of the people we call "informative agents" and "multiplier agents". The former are the hard core of the programme. They are natural agents when it comes to communicating information, being reliable sources and having credibility for their listeners. Ultimately, they could be considered as opinion leaders within their peer networks and immediate social environment. These people take responsibility for communicating information, leaving the institutions and professionals in the background, such that their work becomes invisible. The multiplier agents are chosen by the informative agents from within their communities for displaying a similar capacity—albeit to a lesser extent than the informative agents—to multiply the effect of communicating information and combating negative stereotypes associated with foreign immigration. These people are generically referred to as "anti-rumour agents".

This would entail working together with authentic and natural social mediators already present in the community, but who do not have any connection to any established or formal social programmes.

The snowball programme is based on getting the best informative and multiplier agents from the community to collaborate on the project. This will be achieved by following four basic rules: a) offering something that is useful and believable to the agents and their immediate community; b) clearly defining what is expected of them; c) asking for very little time and effort on their part; and d) offering some kind of compensation.

The landmark principles will be the following:

- 1) To organise a meeting in order to present the project and request their collaboration, getting them to join the project and incorporating any of their suggestions. The Area will organise the meeting, which will be open to anyone who is interested in becoming an anti-rumour agent. Ideally, as well as letting anyone come to the meeting and join the project, the

municipal staff and the research team should also do some preliminary work in order to reach the largest amount of persons and organisations likely to collaborate with us on the project.

- 2) We will choose 25 people from the community to be part of the team of informative agents. Recruit them and get them to join the project.
- 3) Selection of multiplier agents by each informative agent. Get them to join. Initially, we think that on average 5 or 10 per informative agent is enough, such that we will have 100 people collaborating in the target community, with the commitment/intention of communicating information to around 15 people in their environment during the set time period. That means we will directly reach 1,500 people in the city.
- 4) Participation by the informative agents in 3 or 4 training sessions. During these sessions, the following content will be handled: a) dossiers against the main stereotypes; b) preparation of the information to communicate; c) techniques for communicating information, training style; d) data-gathering, commitments and compensations.
- 5) Finally, they will participate in a programme evaluation.

To ensure that the snowball is effective, we think that it is convenient and necessary to have support materials for the activities with those collaborating as "anti-rumour agents". These support materials are:

- Training Guide: this material is provided during training sessions for the people who will act as informative agents. At the very least, it will contain the following: a) dossiers with arguments to use against the main stereotypes associated with immigration and immigrants; b) information on communication and informative style; c) documents explaining the snowball methodology, records and other necessary support material. Around 20 copies of this material should be enough.
- Support Material: during these sessions the people who will work as informative agents will come up with the specific messages to share with their community - prepared by them using their own words - with help from the Ikspegi team in order to ensure truthfulness, appropriateness and suitability. We will then create graphic materials using these messages, with the participation of the informative agents, to assist their

communicative and informative efforts, along the lines of: "Did you know that...?" aiming to multiply the educative and informative effect within the community. These will be used as direct support for the messages. However, they may also have an independent presence, (for example, in shops, areas for young people, bars, cafés, associations, etc.).

Moreover, these materials will ensure the lasting nature of the messages and a more sustained effect in revitalising and changing attitudes.

These dossiers (in flyer format, small diptychs or leaflets) will be very simple, clear, with short, convincing messages, very visual and intuitive. We calculate that we will need around 2,500 copies.

- Project badges: to accompany the messages and information. We propose that every time a message that combats stereotypes is sent, the collaborators will give out a badge with the logo of our communication campaign. We calculate that we will need around 2,500 badges.
- Project stickers: to accompany the messages and information. We propose that every time a message that combats stereotypes is sent, the collaborators will give out a sticker with the logo of our communication campaign. We calculate that we will need around 2,500 stickers.

To evaluate this part of the project - the snowball - we propose a mixed research methodology, or in other words, a methodology combining qualitative and quantitative research techniques. More specifically, we propose:

- holding a G1 discussion group: discussion group composed of a discretionary sample of the people who have worked on the project as informative agents and multiplier agents (around 8 people are enough);
- carrying out a quantitative survey on a representative sample of our target public (Deusto residents over 18 years of age) before and after the snowball campaign, to evaluate its impact, reputation and effect in terms of combating negative stereotypes associated with foreign immigration. We propose conducting 200 in-person surveys beforehand and another 200 after the campaign has finished in Deusto, with an approximate duration of 5 minutes (Sampling error +/-XX% and Confidence Level of 95%).

## Rekalde

With the aim of continuing the anti-rumour strategy undertaken in the Rekalde neighbourhood in 2013, and in light of the evaluation of this previous intervention, during which the suggestion to increase work with young people was noted, we also propose to create a group of anti-rumour agents made up of educator staff from the neighbourhood leisure area. We are referring to people who are sports trainers, social educators, free-time educators or monitors, etc., or in other words, people who work directly with the youth in the neighbourhood, educating them in the areas of sports and leisure.

We propose that Ikuspegi's technical staff run the training sessions, with support from the experts in combating negative immigration stereotypes as we consider appropriate. In any case, these decisions will be made together with the Bilbao Council's technical staff. We would also like to accommodate some of the anti-rumour agents who have already received training and were especially active and committed to the Rekalde social network in 2013 within the team, to assist in running the training sessions.

The proposed characteristics for this training are the following:

- A group of around, but no more than, 25 persons.
- At premises made available by the Bilbao Council.
- The training in each session held will be made up of 4 thematic workshops, each lasting three hours.
- Thematic areas: 1) Immigration panorama; 2) Stereotypes, rumours, prejudices and attitudes: Anti-rumour strategies and rumours to be combated in the Rekalde neighbourhood; 3) communication strategies; 4) workshops and group dynamics for working with the youth.
- For the sessions with monitors, more participative workshops will be designed, with group dynamics, role-playing, etc. These dynamics will then be useful when working with the youth in their own venues (camps, gatherings, trainings, etc.).
- The people who attend will receive material which we call a Training Guide: this material will be provided during the four workshops and training sessions to the people who will act as anti-rumour agents.

- Once the people who attend have been trained as anti-rumour agents, they will also receive support material, such as pocket leaflets, stickers, badges, glasses, etc. from the campaign Communication for Integration C4I.

## TARGET GROUPS FOR INTERVENTION

### Mass Media

The local anti-rumour strategy promoted by the Bilbao Council's Area of Equality, Cooperation and Citizenship intends to promote a transformation of Bilbao life by combating stereotypes and improving the perception and attitudes of the local population towards foreign immigration. In order to do so, it is advisable to hold a working seminar with the most relevant and influential media outlets in Bilbao.

Rumours and stereotypes inevitably produce environments of impunity on the basis of incorrect notions regarding foreign populations; environments which ultimately detract from social cohesion as they can be the source of inadequate and discriminatory behaviour. One way of counteracting these poorly-founded notions of immigrant reality is to communicate truthful information and design a strategy to combat the main stereotypes. That is why holding this seminar is so appealing to us, since it will help to publicise the anti-rumour strategy that the municipality is implementing.

This seminar will present the more common stereotypes and rumours as well as objective information about how to combat them, making mass media aware of its important role in the fight against rumours.

In this section, our proposal consists of producing 4 dossiers about the main negative stereotypes regarding immigration and foreigners, which will contain objective information to help combat them.<sup>12</sup> This will be illustrated by 4 stories that visualise, single out and counteract these stereotypes.

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<sup>12</sup> On this point, we will work with materials produced by the Department of Employment and Social Affairs, such as the document "Frena el rumor", a practical guide for combating rumours, stereotypes and prejudices towards immigration, available at "[www.frenaelrumor.org](http://www.frenaelrumor.org)". We will also avail of materials produced by Ikuspegi for previous programmes, as well as materials facilitated by the C4I project promotion team.

Essentially, the strategy will be the following:

- 1) Choose 4 stereotypes.
- 2) Create the dossiers with objective information (pitches) and personal stories.
- 3) Hold a seminar with influential media outlets from the municipality to work on the 4 stereotypes chosen. Request their collaboration and establish an alliance with them.
- 4) Work individually with the main media outlets on the treatment of information and communication related to the stereotypes chosen.
- 5) Establish alliances with media outlets to disseminate 4 news stories related to the 4 selected stereotypes.

The objectives of the seminar will be:

- ✓ To present a comprehensive anti-rumour strategy (on the European, Autonomous Community and Local levels).
- ✓ To make mass media aware of its fundamental role in the fight against stereotypes and rumours.
- ✓ To offer truthful and objective information regarding the most common stereotypes
- ✓ To establish alliances with strategic media outlets in order to disseminate information that counteracts the harmful effects of the main stereotypes.

The seminar will take place in three parts:

- ✓ *Presentation of the comprehensive anti-rumour strategy.*
- ✓ *Presentation of the stereotypes chosen and their treatment.*
- ✓ *Reflection on the role of mass media in the anti-rumour strategy.*

Media outlets invited to the seminar:

- ✓ El Correo: Josean Muñoz
- ✓ Deia: César Ortuzar
- ✓ Gara:

- ✓ Berria:
- ✓ Diario Bilbao:
- ✓ Radio Bilbao: Azul Tejerina and Isabel León
- ✓ Radio Euskadi / Euskadi Irratia:
- ✓ Radio Nervión:
- ✓ Onda Vasca:
- ✓ Radio Popular de Bilbao: Ramón Bustamante
- ✓ ETB:
- ✓ Hamaika TB:
- ✓ Telebilbao:
- ✓ Prensa del Ayuntamiento de Bilbao

## Residents

Since 2011, the Area of Equality, Cooperation and Citizenship has been implementing a neighbourhood intercultural awareness programme with the aim of incorporating more reflection on diversity in neighbourhood associations and promoting the planning of activities addressing diversity and coexistence by these neighbourhood associations.

Within the framework of the Bilbao Council's comprehensive anti-rumour strategy, a series of activities to raise awareness will be held involving these associations as well as foreigners' associations and sector participation venues such as the Local Immigration Council.

Type of actions:

- ✓ Diversity Day. World café. "Town squares that talk" about prejudices and stereotypes in the city. Choose the location and involve social organisations in the area.
- ✓ A cultural event as part of Bilbao festivities.
- ✓ *IV Encuentros vecinales por la convivencia en Deusto* (Fourth Neighbourhood Meetings for Coexistence in Deusto).
- ✓ Seminar with the Federation of neighbourhood associations.

- ✓ Activity in Rekalde with the neighbourhood movement and the Be Inclusive network.
- ✓ Other awareness-raising activities in collaboration with organisations from the anti-rumour social network.

These activities will be directly coordinated by the Area in terms of design and held together with the organisations, mainly member organisations of the anti-rumour social network in Bizkaia, since they have the adequate knowledge and experience to carry out an intervention dealing with stereotypes and prejudices.

## Youth

Young people are a priority group for intervention in order to stop younger generations from picking up stereotypes that could negatively affect coexistence. In 2013, a work initiative was developed by the Area of Equality, Cooperation and Citizenship with young people from the Rekalde neighbourhood, through the community work organisation Gazteleku. This activity involved educational and practical workshops tailored for the youth, using various methodologies that were attractive to them, such as comics and videos.

We propose to implement this initiative in all the Council's Gaztegunes (youth venues) within the framework of the anti-rumour strategy, with participation from the Bilbao Council's Youth Area.

This proposal includes:

- ✓ Training for educators, entertainers and Gaztegune managing organisations as anti-rumour agents.
- ✓ Educational workshops with groups of young people at the Gaztegunes, to be taught by the educators themselves.
- ✓ Comic workshops at the Gaztegunes.
- ✓ Publication of comics.
- ✓ Video of the intervention with the youth population.

## Civil Service

Within the framework of the Basque Government's educational opportunities for local entities, as of 2014 an educational module "*Frena el Rumor*" ("Stop Rumour") is being offered, in which civil servants from the Bilbao Council will take part.

## PHASE IV COMPLEMENTARY COMMUNICATION TOOLS

During this phase, diverse communication and diffusion tools for the project will be developed, promoting access to information and public involvement in the local anti-rumour strategy.

Among the activities in this phase, the following may be underscored:

- Web, newsletter or blog.
- Social networks (facebook, twitter).
- Viral communication processes for anti-rumour information.
- Publicity and communication media (Muppies).