

Good Practice Summary (Compulsory)

One of the major city's concerns is the promotion of equal opportunities in access to standards worthy quality of life for all. Reducing discrimination is a key issue to achieve this goal and our experience is that an anti-rumor campaign is a valuable tool to bring the organizations together to fight against misconceptions and prejudice that feed the discrimination. In fact, the "Do not feed the rumor campaign" officially launched in September 2014 constituted an opportunity to raise awareness relatively to the stigmatization of immigrant people, victim of stereotypes and rumors which difficult her social integration and also to improve the image of the city of Amadora.

The local Campaign searched to contribute to the appreciation of cultural diversity and social cohesion through:

- A participatory methodology, involving significant entities of the city;
- A positive dialogue about cultural diversity;
- A viral communication strategy;
- A strong training of Anti Rumors Agents Trainers;
- A continuous and structured evaluation capable of measure the impact of the Campaign in the city;
- A constant assimilation and accommodation process which allowed to adapt the drafted activities to the real needs of the population of Amadora in the cultural diversity thematic.

Main activities developed by "Do not feed the rumour! Campaign within the C4I project

- Mapping the rumors
- Building the communication strategy including the image of the campaign, the facebook, website, and other communication materials and events;
- Official launching of the campaign
- Presentation to the Amadora Local Council for Social Action (CLAS)
- Several workshops and meetings;
- A Theatre-Debate Forum opened to the community and Information sessions about the Campaign in schools of the City;
- The Training of Anti Rumors Agents Trainers;
- A National Comic Contest on the cultural diversity theme;
- Blanca Rosita Barcelona* exhibition by Miguel Gallardo;
- Workshops for Diversity: What is the true color of the clouds?*
- Theatre-Debate Forum - *Pathways to Integration: The Value of Facts*;
- Information sessions about the *Do not Feed the Rumor!* Campaign in schools;
- A Flash mob on Amadora train station;
- Show Schools Theatre,
- 1st Municipal Paper kites Contest of Amadora-*Giving Wings to Interculturalism*
- The Campaign closing event that included two exhibitions: "We are Amadora" (photos of local people including immigrant people) and Paper Kit exhibition.

Main activities developed within the "Do not feed the rumour! After the end of the C4I project:

- Feeding the facebook** page of the project
- The **2nd edition of the Aqueduct Run** - Run for Diversity, included in the annual City Festival program (set 2015)
- Celebrating the **Migrants Day** - a public event, to celebrate the Migrants Day-resulted of a call presented at the Council of Europe Project "Building Inclusive Societies: Intercultural Cities". It aimed to co-fund local projects implemented by municipalities which are member of the Portuguese Network of IC. The event included an *Intercultural Show Cooking* and launch of Gastronomic recipes publication from the 10 communities with higher expression in Amadora (18th December 2016)
- Workshops for Diversity: What is the true color of the clouds** – This has been held by one of the first Anti-Rumor Agents trained within the campaign. She has taken the Anti Rumor Workshop to several schools in the Municipality and to other schools in other parts of the country.

The impact assessment of the project and its activities was held by the University Center Studies-CIS.IUL (ISCTE). The Analysis of the campaign's impact was conducted in two steps. First, participants' attitudes

in Phase 1 and Phase 2 were compared; second, using only the participants in Phase 2, attitudes were compared between those individuals who did not know about the campaign, those that heard about the campaign and those that participated in events/activities of the campaign. The pattern of results of participants in Phase 2 as a function of their knowledge and involvement in the campaign revealed a more relevant pattern of results to understand the campaign effects. In general, participants who took part in at least one event/activity in the campaign showed more positive attitudes towards immigrants than participants who only heard about the campaign or those that did not know about the campaign at all.

The “Do not feed the rumor!” campaign was a experience that brought the local organizations together around a subject known by everybody but not openly discussed. The added value of this experience was in fact to raise awareness about diversity in Amadora to improve the knowledge about the immigrant population and last but not the least to raise awareness about the impact on the lives of the immigrants of spreading incorrect information about immigrants.

However, we can reinforce the results of the campaign that as also a potential to be improved by including other key stakeholders and activities. On the other hand, the impact evaluation also has potential to be adapted and improved.