

ANTIRUMOURS DIAGNOSIS STEP BY STEP

The diagnosis is the previous step to the design and launch of an Antirumours Strategy. The diagnosis is necessary in order to identify the **needs and priorities** in the specific context of a city. It is a continuous process over time and during the implementation of the ARS it will be enriched and updated. The diagnosis will focus on two main objectives:



OBJECTIVE 1. The context and challenges

As a first step, we aim to learn about the specific **context** of the city and some of its main **challenges** related to coexistence in diversity. In this sense, it is desirable to collect information about the city in terms of **socio-demographic data** and the **framework of public policies** for managing diversity.

The following questions should be taken into account for this purpose:

- What has been the evolution in the diversity of the city's population?
- What are the current challenges?
- What is the local government policy framework on diversity management issues?
- What is the level of cross-departmental collaboration?
- Is there a culture of collaboration between the city council and the civil society?

As a second step, we will identify the sensitive issues and main **rumours** in the city. We should keep in mind that the identification of rumours is a pretext to tackle more multifaceted and complicated challenges related to prejudices and diversity issues. We need to start with

identifying the main rumours (5-10) about diversity issues and those affecting the most stigmatised groups.

In order to approach the imaginaries and beliefs related diversity, we will need to analyse aspects related to:

- Main existing rumours and impact on public opinion.
- Specific characteristics of each rumour in terms of peculiarities, areas of influence or links to specific events or areas.
- Discursive arguments that are usually used for their defence.
- More stigmatized groups about whom such rumours are spread.
- The main characteristics of the people who most commonly spread these rumours.

The analysis of the results will facilitate reflection and decision-making on the strategy to be followed and the development of an action plan, including the selection of the area of action or rumours to be addressed and the best strategy to follow in addressing them.

OBJECTIVE 2. Mapping existing initiatives and key agents

The ARS is committed to building a global framework that serves as an umbrella to promote better collaboration between agents, to take advantage of what already exists, and to attract new actors and allies for greater impact. It is key to build the ARS from those projects and agents that do a great job in dismantling prejudices, preventing discrimination and promoting intercultural relations. In fact, they are the first ones that should be convinced to get involved and contribute to the ARS of the city.

METHODOLOGY

We propose a combination of methodologies to collect data and qualitative information from key actors. In view to be as more efficient as possible, the different methods proposed serve to gather information related to both objectives: knowing the context (challenges, needs, policies framework and rumours) and mapping actors and existing projects. Cities will then decide wich methods are more appropriate to them, and combine them as they consider.



- Most cities already have information about its context, including demographic and socioeconomic data, but also information on diversity policies or main challenges related to coexistence. It is the case of the ICC Index results, University reports, etc. However, it is still worth it to do some **desk research** and analyse, update and gather new information.
- Organising **working sessions, meetings or workshops** under the framework of the ARS. These working sessions will be also useful to share the Antirumours approach and methodology and to motivate a diverse group of actors to become involved in defining and building a strategy for the city. These sessions could be organised according to the profile of participants. It is important to take advantage of meetings already organised or spaces were these profile usually meet.
 - A session with the **municipal technical team**. This meeting could serve as an introduction to the ARS (principles, objectives, methodology, and key elements). In addition, some topics could be discussed such as the context of the city: challenges, existing policies, main rumours and key actors and projects. This session could be split in two different ones: one with the team from the Department of Interculturality /Diversity and another one with the technical staff from other Departments.
 - A session with **civil society organisations** and other actors. The content of this session could be structured in two parts: the presentation of the ARS (origin, approach, methodology, key elements, good practice) and working groups in order to deepen the diagnosis (challenges, rumours, existing projects...) and creative brainstorming on possible antirumours actions.
- One-to one **interviews** could be conducted either face-to-face or online. The interviews would gather qualitative information on the city context, main rumours and it will help to identify key actors and projects. We do recommend to conduct a minimum of five interviews. Regarding the profiles to be interviewed, ideally they would be both from the civil society and from the administration or University.
 - Neighbourhood associations or citizen representation: ideally an association from a district with a higher percentage of immigration, one with a percentage similar to the average of the municipality and one with a percentage lower than the average.
 - Cultural associations.
 - Sports associations or Foundations.
 - Social associations.
 - Parents /Families Associations.
 - Associations related to youth or children's leisure activities.
 - Business associations.
 - Immigrant associations or natural leaders from the different groups present.
 - Other key informants: people or natural leaders in the city who, despite not belonging to any association, have a very broad social network and are references for many people.

- **An online survey** could be conducted targeting professionals who may have direct contact with citizens from different services, facilities or programmes in the municipality. With the same objective as the interviews, surveys will gather information on challenges, main rumours, key agents and initiatives in the city and strategic areas for intervention, among others. We are not looking for a numerical representation of the results, but rather a discursive one, so it is not relevant to reach a very large number of people as well as diverse fields. In numerical terms receiving between 15 and 20 answers is an optimal number. We propose a first approximation of possible profiles to be surveyed:
 - Politicians (government and opposition)
 - Municipal offices and professionals working with citizens.
 - Municipal technicians who are in the front line and who correspond to different areas or departments.
 - Schools
 - Health centres
 - Civic or cultural centres
 - Adult and language schools
 - Local Police

*If it is considered that, within this group of agents, there is a profile of a professional with a special sensitivity in the subject, we recommend carrying out a personal interview instead of a survey.

The graph below summarises how the different methods (interviews, survey, working sessions) can be used to achieve the objectives of the diagnosis:

