

#Tool 08



Types of Anti-rumours actions

Objective

The purpose of this resource is to facilitate the process of designing Anti-rumours actions relating to diverse sexual orientations, gender identities and expressions and sex characteristics (SOGIESC), enabling to identify the objectives, the type of actions and the methodology to be used.

It also aims to facilitate the design of initiatives that help to strengthen the safety, well-being, participation, recognition and sense of belonging of LGBTIQ people and their families, by promoting sustainable changes in the narratives and structural factors that foster discrimination.

How to use the tool

The tool consists of two tables classifying Anti-rumours actions according to two different criteria. The first table identifies the various dimensions or specific objectives of Anti-rumours initiatives, whilst the second describes the different types of actions that can be implemented to achieve those objectives.

Bear in mind that a specific objective, such as promoting critical thinking, can be achieved through a range of actions, whether through training, a creative workshop or discussions. In turn, a specific action, such as a participatory workshop, can pursue multiple objectives, such as raising awareness, fostering critical thinking and encouraging positive interaction. This tool can be used:

- As a guide to help choose the objectives and the type of initiative or actions.
- As a reference for reviewing or supplementing an existing action.

1. What do we want to contribute to through these actions? Dimensions of Anti-rumours actions

Dimension	What is the aim?	Key points for the initiative
Listening	To recognise, listen to and give prominence to the experiences and voices of LGBTIQ people.	- Identifying prejudices, fears, disinformation and misinformation affecting LGBTIQ people. - Encourage dialogue and identify challenges and needs. - Ensuring safer, confidential and care-based spaces. - Identify experiences of exclusion, insecurity or a lack of belonging.
Structural causes	To identify and contribute to changing institutional, regulatory and cultural dynamics that perpetuate inequalities, exclusion or the invisibility of LGBTIQ people.	- Institutional and regulatory analysis. - Conduct rigorous assessments. - Strengthen political commitments. - Analysis of cis-hetero-endosex normativity and its effects. - Review of institutional and organisational barriers.
Knowledge	Address SOGIESC misinformation and disinformation and foster a more rigorous understanding of reality.	- Accurate and accessible information. - Contextualised data on the reality faced by LGBTIQ people. - History, causes and impact of discrimination. - History, contributions and role models within the LGBTIQ communities. - Information on human rights and the regulatory framework. - Knowledge about well-being, mental health and the consequences of anti-LGBTIQ narratives.
Critical thinking	Empowering people to challenge prejudice, misinformation and disinformation that affect LGBTIQ people.	- Analysing and questioning information. - Identifying bias, misinformation and narratives. - Source evaluation and digital literacy.

Dimension	What is the aim?	Key points for the initiative
Raising awareness	Raising awareness of discrimination instances targeting LGBTIQ people and fostering commitment to prevent and counter these instances.	▪ Highlighting the consequences of anti-LGBTIQ narratives and other forms of discrimination. ▪ Linking discriminatory narratives to rights. ▪ Emotional and ethical engagement that reinforces commitment ▪ To reinforce the recognition and legitimacy of diversity in sexual orientation, family, gender identity and expression and sex characteristics. ▪ Highlight the real impact of discrimination on daily life, health and participation.
Empathy	Fostering better mutual understanding between LGBTIQ people and the community.	▪ The experiences of LGBTIQ people. ▪ Identifying fears and factors that perpetuate prejudice and rejection.
Counter-narratives	Proactively countering SOGIESC based prejudice and rumours.	▪ Training and empowering people to respond constructively to hate speech targeting LGBTIQ people. ▪ Avoid reinforcing anti-LGBTIQ rumours and polarising narratives. ▪ Combine rigorous information with messaging that engages emotions.
Alternative narratives	Transform social perceptions of LGBTIQ people.	▪ Inclusive frameworks that take complexity into account. ▪ Building on values that differ from harmful discourse. ▪ Sharing moving, constructive and positive stories featuring LGBTIQ people. ▪ Creating positive, everyday role models. ▪ Promoting a sense of belonging and social recognition. ▪ Highlight the internal diversity within the LGBTIQ communities.
Positive interaction	To reduce prejudice affecting LGBTIQ people through interaction.	▪ Safer spaces for interaction based on equality and respect. ▪ Identify shared values and objectives. ▪ Promoting trust and cooperation.
A collaborative ecosystem	Ensuring impact and sustainability.	▪ Connecting actions to provide added value. ▪ Building partnerships and collaborative networks. ▪ Combining short-, medium- and long-term approaches. ▪ Enhancing the participation of LGBTIQ organisations and individuals.

2. Types of Anti-rumours actions: main lines

Type of action	What does it involve?
Communication campaigns	▪ Campaigns based on data, stories and alternative narratives. ▪ Strategic use of social media and the media. ▪ Tailoring messages to diverse audiences and contexts. ▪ Raising awareness of people with diverse sexual orientations, gender identities and expressions and sex characteristics, diverse family forms, combating stereotypes and hate speech directed at LGBTIQ people. ▪ Promoting positive role models, stories of belonging and recognition of people with diverse sexual orientations, gender identities and expressions and sex characteristics.
Training and education	▪ Training programmes for professionals, key stakeholders and the general public. ▪ Incorporating an Anti-rumours Approach into formal and non-formal educational contexts. ▪ Development of critical and communication skills. ▪ Specific training on diverse sexual orientations, gender identities and expressions and sex characteristics, as well as on the mechanisms that underpin anti-LGBTIQ attitudes.
Research and assessment	▪ Studies and assessments on rumours, prejudices, the dynamics of discrimination and the construction of hate speech. ▪ Analysis of prevailing narratives and their impacts. ▪ Applied research to inform decision-making.
Visibility and empowerment	▪ Support for the self-representation of affected communities. ▪ Spaces to amplify diverse LGBTIQ voices and experiences. ▪ Actions that expand the advocacy and leadership capacity of LGBTIQ people, particularly those with less visibility and access to key spaces.
Dialogues and debates	▪ Structured and safer spaces for dialogue. ▪ Spaces for the exchange of perspectives and active listening. ▪ Methodologies that encourage collective reflection.

Type of action	What does it involve?
Workshops and creative activities	▪ Use of artistic, cultural and participatory methodologies. ▪ Experiential activities that foster empathy and challenge stereotypes. ▪ Innovative initiatives that engage with diverse audiences. ▪ Incorporation of LGBTIQ content and role models that foster the recognition of diversity.
Practical tools	▪ Guides, teaching materials and digital resources. ▪ Resources for identifying and responding to prejudice, rumours and hate speech. ▪ Resources tailored to multiple settings (educational, community, institutional). ▪ Resources to promote inclusive and respectful communication regarding diverse sexual orientations, gender identities and expressions and sex characteristics.
Networking opportunities	▪ Cross-sectoral and cross-cutting working groups, with a particular focus on the active involvement of organisations and agents specialising in diverse sexual orientations, gender identities and expressions and sex characteristics, as well as diverse family forms. ▪ Coordination between public authorities, social organisations, LGBTIQ organisations and other actors. ▪ Creation and reinforcement of Anti-rumours networks.
Community participation and action	▪ Participatory initiatives involving the public, with a particular focus on LGBTIQ communities and its less visible members. ▪ Processes for the co-creation of actions and strategies. ▪ Increasing the sense of shared responsibility.
Integrating an Anti-rumours Approach into existing initiatives	▪ Integration of the Anti-rumours Approach and the LGBTIQ perspective into programmes, services and policies already in place. ▪ Review of institutional practices from an anti-rumours, LGBTIQ inclusive, intersectional and rights-based perspective.

Political and social advocacy	▪ Awareness-raising activities aimed at politicians and decision-makers. ▪ Proposals for improvements to legislation, regulations as well as public policies. ▪ Partnerships to influence the public agenda. ▪ Calling for compliance with and the implementation of inclusive regulations and policies that already recognise the rights of the LGBTIQ population.
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3. Crosscutting Elements

Elements	What does it involve?
Creativity and innovation	▪ Use of innovative formats to reach new audiences. ▪ Experimentation with new forms of expression and channels. ▪ Evaluation and continuous learning to improve impact.
Evaluation and impact	▪ Process evaluation: to analyse how activities are carried out, the level of participation, the suitability of methodologies and consistency with the Anti-rumours Approach. ▪ Outcome evaluation: to measure short- and medium-term changes in knowledge, attitudes, perceptions and skills. ▪ Impact evaluation: to identify deeper and more sustained transformations in narratives, social relationships, institutional practices or community dynamics.

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