

#Tool 14



Key elements of an LGBTIQ Anti-rumours Strategy

Objective

The purpose of this tool is to outline the conceptual framework and key elements that should be taken into account before beginning to design an LGBTIQ Anti-rumours Strategy ensuring its consistency with the Anti-rumours Approach.

How to use the tool

- ✦ As a guide and reminder of the fundamental aspects that define an Anti-rumours Strategy (ARS) before beginning to design it.
- ✦ As a permanent reference so that the initiative's promoters (activation group-see glossary) and the Anti-rumours core team (see glossary) can review and assess whether the strategy's various actions are consistent with the Anti-rumours Approach.

Recommendations

- ✦ Share and discuss the key elements of the LGBTIQ ARS in working groups, with members of the anti-rumours network and with other stakeholders.
- ✦ Disseminate the key elements widely and ensure their accessibility so that a diverse range of people and actors can familiarise themselves with them.

The key elements of an ARS

1. Political commitment

- This involves institutional leadership that legitimises the strategy and establishes it as a public priority.
- This translates into allocated resources (human and financial) that make provision for continuity.
- This requires consistency between institutional discourse and the public policies implemented.

2. A cross-cutting approach in the medium and long term

- The LGBTIQ ARS is expected to be integrated across different areas (such as education, culture, communication, urban planning, social services, health, youth, equality, sport, housing, employment and citizen participation).
- It avoids isolated or one-off actions, favouring processes that are sustained over time.
- It contributes to changes in perceptions and attitudes.

3. Diverse social participation and networking

- The LGBTIQ ARS involves a diverse range of stakeholders (for example public administration, organisations, educational and cultural centres, the public or the private sector).
- It supports meaningful participation by LGBTIQ individuals and organisations, paying particular attention to those whose voices are under-represented (e.g. trans, non-binary, intersex, bisexual and asexual people, migrants, ethnic minorities, older people, young people, people with disabilities and those living in rural areas).
- It fosters alliances, networks and enabling environments that amplify impact and generate social legitimacy.

4. A proactive, empathetic and preventative approach

- The LGBTIQ ARS anticipates the emergence of rumours, prejudices, discriminatory narratives and hate speech rather than merely reacting to them.
- It uses empathy to understand people's fears, perceptions and contexts.
- It prevents misinformation by promoting spaces for dialogue and trust.
- It promotes safe environments where people can express doubts, concerns or prejudices without fear of being judged, thereby fostering processes of learning and change.

5. The social majority and institutional influence

- The LGBTIQ ARS seeks to influence the movable middle, who hold ambivalent and ambiguous attitudes.
- It contributes to shaping more inclusive norms and approaches to living together.
- It influences institutions and public policy to tackle more structural causes.

6. Rumours as a gateway

- The LGBTIQ ARS uses rumours to capture attention and tackle prejudices and deeper-rooted causes.
- It avoids reducing the strategy to debunking rumours, instead using them as a starting point to tackle the structural causes of discrimination and build new narrative frameworks.
- It facilitates constructive, accessible conversations that resonate with the public.
- It encourages constructive engagement when tensions and conflicts emerge.

7. Making an impact by attracting and sparking interest without confrontation

- The LGBTIQ ARS avoids direct confrontation, which can provoke rejection and reinforce existing beliefs.
- It uses engaging, approachable and non-aggressive communication strategies.
- It prioritises emotional connection as a foundation for constructive dialogue.
- It uses narratives based on shared values, everyday experiences and positive emotions that help diverse audiences identify with them.

8. Acknowledging prejudices

- The LGBTIQ ARS adopts an approach that is neither moralising nor blame-oriented.
- It encourages self-reflection and the recognition of one's own biases.
- It creates a safe space for learning and changing attitudes.

9. Starting with a thorough diagnosis to enable the design of tailored and meaningful actions:

- The LGBTIQ ARS analyses the local context, key actors and types of narratives and discrimination, structural inequalities, rumours, prejudices, toxic narratives and existing hate speech.
- It identifies priority audiences and relevant communication channels.
- It also analyses protective factors, good practices and resources already available in the area.

10. Making the most of and connecting what already exists

- The LGBTIQ ARS identifies initiatives, resources and networks already active in the area.
- It avoids duplication and optimises the use of available resources.
- It strengthens existing processes through collaboration and coordination.

11. Promoting critical thinking

- The LGBTIQ ARS fosters skills to question information and detect misinformation and disinformation.
- It develops media and digital literacy.
- It empowers citizens and key social actors to act as anti-rumours agents against disinformation and discriminatory narratives.
- It incorporates media and information literacy (MIL) and the critical use of digital technologies and artificial intelligence.

12. Creating alternative narratives

- The LGBTIQ ARS builds constructive narratives that challenge stereotypes without focusing solely on refuting them.
- It highlights diversity, coexistence and lived experiences.
- It uses language and formats tailored to diverse audiences.
- It presents LGBTIQ people as active members of the community, avoiding approaches focused exclusively on discrimination.

13. Community interaction and action

- The LGBTIQ ARS fosters spaces for people from diverse backgrounds to meet and engage in dialogue, with a view to dismantling prejudices through shared experience.
- It initiates community processes that turn citizens into agents of change, rather than merely recipients of messages.
- It strengthens social cohesion through visible collective actions in the local area (campaigns, events, participatory activities).
- It fosters positive contact between people from diverse backgrounds as a means of reducing prejudice and strengthening a sense of belonging.

14. Training and tools

- The LGBTIQ ARS trains key actors (technical staff, organisations and members of the public, among others) in anti-rumours skills.
- It provides practical resources (guides, materials, activities) to tackle misinformation and disinformation in multiple contexts.
- It facilitates the transfer and scalability of the strategy through replicable and adaptable methodologies.

15. Innovation and creativity

- The LGBTIQ ARS incorporates innovative methodologies and formats (in art, technology or participation).
- It allows users to reach diverse audiences, particularly those who are less aware of the issues.
- It encourages experimentation and continuous learning.

16. Rigour and sustainability

- The LGBTIQ ARS bases its actions on evidence and continuous evaluation.
- It encourages methodological consistency and quality in its interventions.
- It ensures long-term viability through planning and stable resources.
- It also assesses the extent of LGBTIQ people's participation and the quality of the collaborative processes developed.

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