





Stop Prejudecăților despre Etnia Romă

PHARE RO 2004/016-722.01.01.01 - Consolidarea Capacității Instituționale și Dezvoltarea de Parteneriate pentru Îmbunătățirea Percepției și Condițiilor Romilor

S.P.E.R. PUBLIC AWARENESS AND INFORMATION CAMPAIGN

ROMANIA 2008

"Strengthening Capacity and Partnership Building to Improve Roma Condition and Perception" program

This was the **first public campaign implemented by the Romanian Government** under the current **Roma Inclusion politics** with a duration of **18 months**, October 2006 – April 2008. The aim of this program was **promoting the social inclusion of Roma people in Romania.** A budget of 4,5 millions euro (Phare 2004) was available for the program implementation. The program was implemented by 3 different components:

• Component I – Institution And Capacity Building

Implied providing trainings at national, regional and local level, on facilitation in order to improve the cooperation between ministers, national agencies, Roma communities leaders, agencies for regional development. Also, it implied the development of the capacity absorbtion of European fund, including structural funds.

• Component II - Research

Evaluation of the curent situation of the persons and of the communities affected from social marginalization and the elaboration of a working methodology for solutioning the problems caused by the lack of ID, civil status and property papers.

• Componenta III – Public Awareness And Information Campaign

Conceiving and implementing a public awareness campaign which would address, through dedicated communication tools, the Roma problematic – targeting the wide non-Roma population, the Roma population and Romanian opinion leaders.

Component 3 PUBLIC INFORMATION AND AWARENESS CAMPAIGN

May 2007 – March 2008

Target groups

- TG. 1 Non-Roma population Antidiscrimination Social Campaign
- TG. 2 Roma communities Information Campaign
- TG. 3 Opinion leaders
 PR & Lobby Campaign

For more information, please contact Christina Costa +40 729 038 937





S. P. E. R.

Communication platform

...therefore, 3 communication campaigns were developed under a generic communication platform:

S.P.E.R.

Stop the Prejudices about Roma Ethnics







Program identity – LOGO Communication platform

S. P. E. R.

Stop Prejudecăților despre Etnia Romă!

Stop the Prejudices about Roma Ethnics







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Implementation phases

1. Teasing Campaign – addressing all target groups through different PR & BTL actions

2. Antidiscrimination Social Campaign - ATL & BTL

Campaign – addressing TG.1 – Non-Roma population

- **3. Information Campaign -** ATL & BTL Campaign addressing TG.2 Roma population
- 4. PR Campaign addressing TG.3 Opinion leaders







But... what do we address?

See "Why" movie







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1. Teasing Campaign – TG. 1, 2, 3

TG. 1 – Non-Roma population TG. 2 – Roma communities TG. 3 – Opinion leaders

1. Teasing Campaign – TG. 1, 2, 3

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- Press conference for launching the Information Campaign
- Fieldtrips with journalists in Roma communities
- "Roma for a day" experiment
- Press kits with **Roma traditional hand crafted objects** offered to mass media and opinion leaders
- Participation in **TV shows and public debates on Roma anti discrimination**
- BTL action "The Racism-meter Test your civic health!"
- BTL action **"Testimonials"** from the international music festival **"So Keres, Europa?" in Timisoara**







2. Social Campaign – TG. 1 Non-Roma population

The Social Campaign – TG. 1

Following the main strategic approach on Roma discrimination, challenging perceptions – prejudices, stereotypes, ignorance, the slogan was:

"Discrimination of Roma is taught at home. Know them before you judge them!"

The Social Campaign used a **comprehensive 360 degrees communication approach, by integrating all communication channels –** TV, Radio, Press, Outdoor, Indoor – floor sticker, On line – website, New media – You Tube, Short movie contest, PR

ATL Campaign analysis diagnostic - Slogan (qualitative research - FG)

"Discrimination of Roma is taught at home. Know them before you judge them!"

Uniqueness	Relevancy	Credibility	Memorability
++	++	+	+
Perceived as being original	It is considered a relevant slogan for the topic under discussion and fitting well all the creative executions of the campaign "The Friend from Childhood" (TV, print, floor sticker).	For most respondents (16-35 years old, who do not have children), the slogan is credible and summarizes the ad campaign idea. For 36-45 years old respondents, the slogan, as well as the campaign, is perceived as accusing them directly that they do not educate their children properly.	It was perceived as surprising and impactfull - It was perceived as long compared to other slogans used in the social ads, like "Casa de copii nu e acasa"

enate pentru impunatatirea Perceptiei și Conditiilor Romi

- Consolidarea Capacitații Instituționale și Dezv

PHARE RO 2004/016-722.01.01.01

ATL – TV Campaign – 30"

National coverage

7 TV stations 1 Indoor Tv Screens network

4215 spots broadcasted on TV, from which 2036 were negotiated as free social campaign_make RO 2004/01672

ATL – Press Campaign

National coverage



DISCRIMINAREA ROMILOR SE INVATA ACASA. CUNOASTE-I INAINTE SA-I JUDECI!











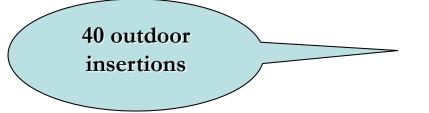


PHARE RO 2004/016-722.01.01.01 - Consolidarea Capacității Instituțion

O campanie implementata de Secretariana General al Guvernului si de Agentia Nationala pentru Romi, prin fonduri Phare Pretra evolutio seculari, encludi el custo ell'infinitativo

ATL -**Outdoor Campaign**

Citylights and Bus shelters National coverage



DISCRIMINAREA ROMILOR SE INVATA ACASA. CUNOASTE-I INAINTE SA-I JUDECI!















PHARE RO 2004/016-722.01.01.01 - Consolidarea Capacității Instituțion

O campanie implementata de Secretariatul General al Guvernului si de Agentia Nationala pentru Romi, prin fonduri Phare Penina eventuale sesiziri, contactati ofcu pharetiminanta.ro

ATL – Indoor Campaign

Special project:

46 Floor stickers in 19 Subway stations in Bucharest

> 600 000 persons use the subway daily



PHARE RO 2004/016-722.01





DISCRIMINAREA ROMILOR SE INVATA ACASA.

CUNOASTE-I ÎNAINTE SĂ-I JUDECI!

O campanie implementată de Secretariadul General al Guvernului și de Agenția Națională pentru Romi, prin fonduri Phare Pentru senteras sestain, centeras dru planeĝminastem



ATL – Radio Campaign – 30" + 15"

Child - Ding dong... Hello, madam!



Women - I won't give you any money and I don't have any bottles to sell, go away!!

Child – Hello.. Is Ionut living here? He called me for his birthday..

Women – My boy doesn't have gypsy friends!!

MVO - "Discrimination of Roma is taught at home. Know them before you judge them!"

Stop Prejudecăților despre Etnia Romă



INIUNEA EUROPEAN

4 Radio stations 245 spots broadcasted, from which 105 were negotiated as free social campaign PHARE RO 2004/016-722.01.01.01 - Consolidarea Capacității Instituționale și Dezvoltarea de Parteneriate pentru Îmbunătățirea Pen

On line – website – <u>www.sper.org.ro</u>



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New media – Viral campaign – www.youtube.com



Roma anti discrimination Petition on line

http://www.petitiononline.com/mod perl/signed.cgi?SPER

Starting with many credible Romanian opinion leaders giving weight to the pro-Roma statement - 670 persons signed the anti discrimination petition









Short movie contest

Winners: http://www.sper.org.ro/index.php?page=6_2

Mechanics:

- Communication PR, Posters, Website, Blogs
 - school films students and general public were invited to do a short movie based on the discrimination of Roma people. It could be done in any technique, the idea counted.
 - The participants could upload the movies on the dedicated section of the campaign website
 - A jury composed of relevant good professionals in the field of film decided the winner of color film worth 3100 euro
 - The public could vote the favorites

Results:

- The short movie contest had a very good response good visibility on line, through sindication/blogs
- 18 entrees (<u>http://www.sper.org.ro/index.php?page=6</u>)
- We succeeded in getting the young urban educated youngsters' attention upon Roma discrimination issue

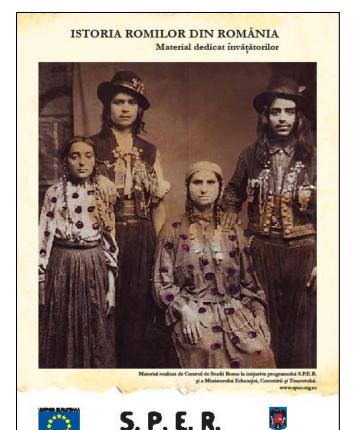




Other main activities addressed to TG.1 – Non-roma population

- Documentary film "Me sem baxtalo..?/Am I lucky..?" road trip in Roma communities from Romania
- Debates in high schools and universities
- Radio Lynx on line weekly debates on Roma issues
- Lobby and negotiations with Ministry of Education and Media Institutions with the results:
 - Elle glossy magazine accepted to develop and issue a full edition under the name "The Tolerance campaign"
 - Developing and disseminating the Roma Minority supplement to the History manual for the IV-th grade (together with the didactic tutorial for teachers)

Roma Minority supplement to the History manual for the IV-th grade & didactic support for teachers



tas Projestralitier despre Unit Bondi



Rom Cine sunt roos?

consecutive and recears. Recmi want un popor de origine indiana. El au localt demut în nord-venta îndice, de unde au migmi în accelete X – XII. Au citilitet foarte mait prin Asia, și șu giare în Europa, Astiel, și eu cancecut maise popoare de la care au împrumulat obtesturi al cuvinte.

Com cale inde amilo?

Ramil vorbeac limba romani, care are o origina indiană. Es a foșt Imbegățilă cu multa cuvinta din limbite papearator cu care ramil au intet The contract (persons), turcs, granch etc).

Clind au want cord in scele locut?

Rami eu vent la nord de Dunăre Insinie de enui 1365. Pe etund, salatio matieva a for a contraracti di dolca, anu la inceputa Salatio matieva pres Rominance, di dolca, anu la inceputa Samini la. Calle ejungi dal, ramii du continuit di se acupe cu meastie la incijande.

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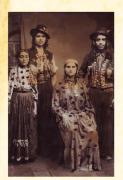
cellet? In frecut, romit casu fonte apreciați pentru meserile lor importante: In docta, totti otata bater aptocaji porta mostario di importante porta a constrate al da accesa, în agropa llocare a utura cate bolorovardi se allas mesiopagari crni. De secretora, mazicanții crni oras pesanți la evenimentele importante din visija comunități, ca de camplat bolgari, nură, horele de duriniță. O site penități, dinte nari-care pesanți la evenimentele în duriniță. O site penității, ca de-camplat bolgari, nură, horele de duriniță. O site penității dinte nari-tate dinte accesa, în care, horele de duriniță. O site penității dinte nari-tate dinte accesa, în care, horele de duriniță. O site penității dinte nari-tate dinte accesa duriniță. sacrigate contexter, roma, norma ca contractate da popularia contextera area normati. El margesta del acti in sal, vificatina obiectales pe care la fabricas. Romit plétous del dormiticadut. Cu touto acautos, remit aveca mul pulpiñ literato deciti calatti bastioni al jón.

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Currente-i Insiaia aŭ-i justedi

láciado: mailest de Cardini de Minili Reeve vial B.R.E.R. y a Ministernial Educației, Car





Personal and in dependent of the state



Şislen Rizven a fost singurul rom care e ajuna domnilor al Țării Moldovei, în ulinștul aecolului XVI? El a lupiat aliliuri de Mihai Vitesal Impoiries turcloc

Génésoui copilior: "Célelimide lucitore / Dă Domme el lest soare" provine din foicional romitor alimidan?



Numiji irei dinire meserile practicate de romi în spajul românezo, de-a lungui histial.



De ce este corect sil folgeim custiniui rom și nu țigan?

Singurul auxient existent in limbs monent peritu e deserras un membru el acestel stall este rom. În îmbe romani, cueliniul figura ru edictă. Chier decă țigen evie un termen depăndă, el este toteat de cele mai mulie ori in limbe română cu cono negativ și esulă lipce de respect.





MAL AL GUMER MALUE A GE NTIA NA T CH AL A PENTAL ROW

> **GUVERNUL ROMÂNIEI** SECRETARIATUL GENERAL AL GUVERNULU AGENȚIA NAȚIONALĂ PENTRU ROMI

Second thought... Is it just a 'discrimination' issue?

Perceptions and realities

- Un puradel cade in groapa unui WC. Dupa ce iese, da buzna in casa plangand. Tiganul-tata spune: "Pirando, ce facem fa, il spalam sau facem altul?"
- A gypsy little boy falls in the hole of an old toilet. After getting out of it, he runs into the house, crying. The gipsy father says: "Pirando, what do we do? Do we wash him or just have another one?"
 - I: Cum te adresezi unui tigan imbracat la costum? R: Inculpat, ridica-te.
 - Q: How do you address a gipsy wearing a suit? A: Accused, get up!

3. Information Campaign – TG. 2 Roma population

Objectives:

creating responsibility and building identity of Roma

Phase 1 - Providing information on ID papers importance and citizens' rights

- **Problem** many **Roma**, especially those living in compact and marginal communities, **do not access their basic rights because of their lack of information**
- Solution providing information on the issues of ID cards, heath, labor, housing, discrimination etc, by using mass media channels (radio show, TV show, testimonial spots and newsletter) and through direct actions (caravan, door to door)







Phase 1 - Providing information on ID papers importance and citizens' rights

• Radio campaign – aiming at creating awareness

on the importance of ID papers

380 spots broadcasted on local radio stations

- BTL actions:
- 1. Theatre-forum caravan The performance of four theatre-forum plays created according to the target public profile and implemented in five Roma communities. The subject of the plays, discussed with actors and public, was the importance of ID papers, as well as the right to health. The action reached 500 persons.
- 2. Door-to-Door Campaign 7 marginal Roma communities in Iasi, communities considered excluded from information and social services. The aim was to inform Roma about civil and political rights and obligations of Romanian citizens, with the accent on how to get an ID card if required. Promoters discussed with each family, explained legal and civic background and importance, delivering tutorial brochures to Roma people.

Phase 2 – Breaking psychological barriers, building self-esteem, offering solutions

- **Problem many Roma do not wish to be recognized as such**, whether for reasons of discrimination, prejudice, the stigma attached to the word **'tzigan'** (both informally and in mass media)
- Solution an incentive communication campaign was developed in order to

boost Roma people self-esteem and to

offer concrete support towards Roma,

by addressing social/economical/administrative/education/health/status issues and means of solving them:

Phase 2 – Breaking psychological barriers, building self-esteem, offering solutions

An incentive umbrella message was developed to be inserted into several different communication tools addressing TG2:

"Jan angle, romale!"

"Step forward, Roma!"

Phase 2 - "Jan angle, romale!"

Under this umbrella message, we developed and disseminated:

1. "Jan angle, romale!" testimonials

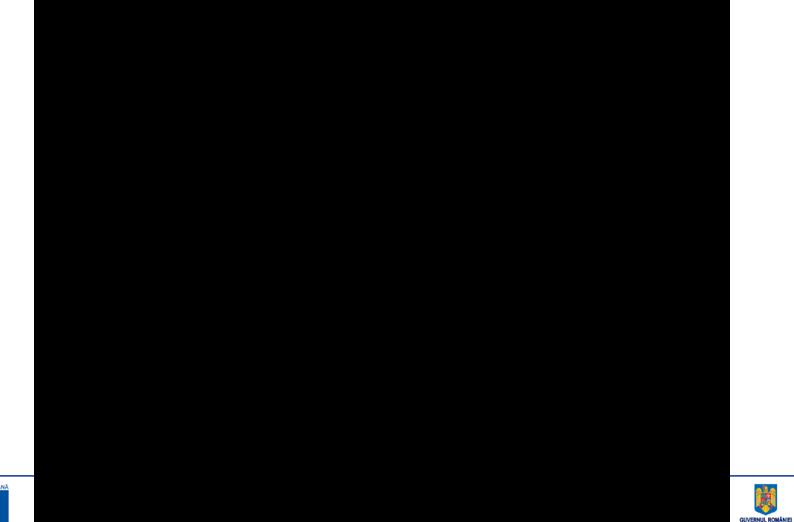
national information and educational TV Campaign – 3 testimonial spots illustrating three Roma role models in personal success stories - in order to boost Roma selfesteem, to motivate people to take action to improve their situation and to overcome their complex of being a "gypsy".

Testimonials addressed 3 common problems for most Roma communities in Romania:

- education
- work between tradition and modernity;
- social responsibility and the importance of having ID papers.

612 spots broadcasted on 4 TV stations, from which 230 as

Phase 2 - "Jan angle, romale!" Testimonials -Education

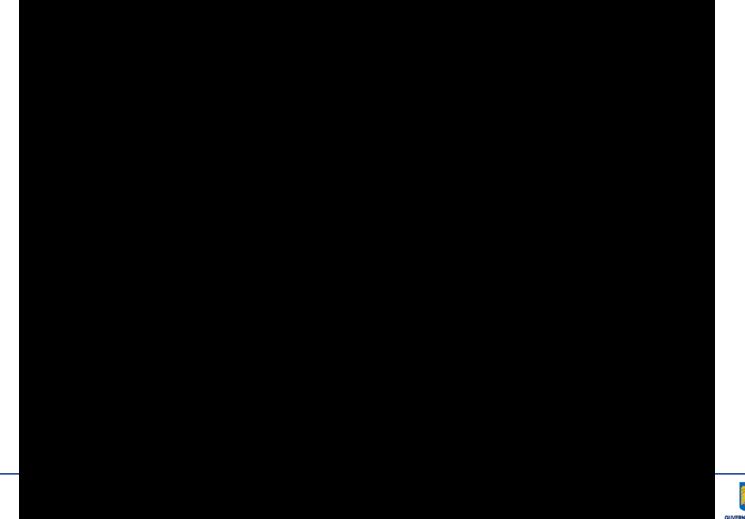


TARIATUL GENERAL AL GUVERNULU ITIA NATIONALĂ PENTRU ROMI





Phase 2 - "Jan angle, romale!" Testimonials – ID papers

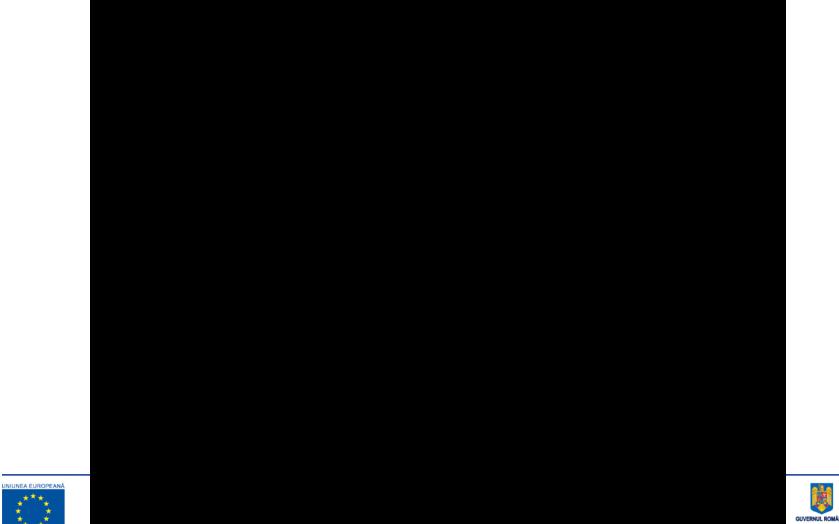


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UNIUNEA EUROPEANĂ



Phase 2 - "Jan angle, romale!" Testimonials – Work



Proiect finanțat prin Phare



Phase 2 - "Jan angle, romale!"

Under this umbrella message, we developed and disseminated:

- 2. TV Show "Rom European" (12 national editions)
- 3. Radio Show "Rom European" (10 national editions 15 000 pcs. for each edition)
- 4. The first Roma Newspaper "Rom European" (5 editions distributed to 200 Roma communities through the 60 facilitators network developed by the Component 1 of the project ; also distributed to NGOs and other institutions)

All these 3 media products were dedicated to investigating problematic issues facing Roma and identifying potential actions to improve the situation, discussing problems and solutions, providing tutorials, useful information, provoking and stimulating opinion leaders and authorities to take action.









să nu mai fie violenți sau rasisti atát în timpul meciurilor de fotbal, cât si în afara stadioanelor.

Jan angle, romale!/Få un pas inainte!

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Domaina Divighisi si anisce ila ne danis de orune, co suegoniar mancala de citara possență. Aphieira România înataria de 178 și ase la giure e citarile material de peter domânia înataria de 178 și ase di aphie e citară material de peter domânia de materiale de la con-celegen de Abancia Revicien danis. Comba Usine, a citante de înegri aphiedre cu antarianterioria a la mai, de pei e Occhestera Standard des Londas. Enci degalatori du autori apei a Domânia e România -de România, a la filiargue șa Destante al România -România de România, a filiargue e pei Domânia e România -România de România, a filiargue e pei Domânia e România -România de România, a filiargue e pei Domânia e România -România de România de România - România

Nu ati fost läsat vrsodatä sä intrati Intr-an bar manai penru ci uranti rom? Sau vi s-a intiaspiar si nu fij angajat pentru ti aveti culoarea piela mai inchină? Toste aceste lucru sunt carrati de discriminare. Despri cum să vă cunospreți dreptarile ș cum să vi le apărați. Pagini în limba



de romi, deși numărul lor real e de cel puțin

3 ORI

mai mare?

municabi lawe' in Namina, a latingt raya "Daman A Brother. Thironohas Porceases", ce core a dicta in piccores publicad da Inala, blanda, Marea Branas, Belgia pi Asartsi, la cabril una i con dedore suspisori devenitari cheartaria (al Mananenta Alcontele Estene. Audresdar el egizitaj de pano, Banian Delgicis liserati el auglico matrices todas de suna core a vesali sonal, dar y co am puna fico faccare dante noi pentra a scopta diventitata.



Romii

De ce rom

şi nu tigan?

În limba romani, covintul , gan" nu există. Termend nu s

Contra

discriminării

romani Două dintre paginile ziarului sun scrite în limba romani, speciad că în acest fel von contribui la promearea aceutei limbi ui la costimei de sine, astfel incit să pote

upune, oricilad, cu mindrie: m sem Rom.

Dictionar de

democratie

Se spune cå un om informat face

căr nece persoane. Iar un rom care cuncepte cât mai multe face cât o

sună, mu-t așa? Vă propunem un dictionar de termeni care să vă ajun să înpelegeți noțiunile elementare

Pag. 2

Pag. 3

Pog. 4-5

Pag. 6-7

Pag. 8

Jan angle, romale!/Få un pas inainte!

ter et ek en andet rent un effen in megnen. C2-NC Unite de la conservation en consecte, un en tender de la lance Montal part de la consecte de la consecte

"Am preferat să muncesc ca să mă întrețin la facultate"

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 and selas family. Degla es testimation of the selas family and the selas family PETRE FLORIN MANOLE 1-8 Incruit representati avazinje pezru mi-s tisputi Vesle Innecu, cav mi-s g

3.5





T'aven Saste!

Să fiți sănătoși!

indiferent de originea lor etnică. Dar, în cazul romilor, problemele accesului la servicii de sănătate sunt accentuate de sărăcie, lipsa actelor de identitate, a unui loc de muncă și uneori chiar de discriminare.

ei. Desigur, sänätatea

de toti oamenii.

este o valoare apreciatã

Rom European



Un project al S. P. E. R.

Cultura

traditională

Concepția despre viață a romiler ursdiționali se bazeană pe diferența dintre pur (aje) și impor (modrime). Puristea se referă ade la parma finică, câr și la spirit.

Discriminare

la medic?

Existicanuri în care romit nu sunt transi cu tostă asenția de cadelle medicale. Acesne sunt simații de discriminare privind accestal în ser-vicible de similate și sunt înterzior prin lege.

Pog. 2

Pag. 3

Pag. 4-5



Pag. 6 În limba





atățirea Percepției și Condițiilor Romilor



Phase 2 - "Jan angle, romale!"

Under this umbrella message, we organized:

5. "Jan angle, romale!" winter camp for Roma children

- 100 Roma school children from 5 counties attended a one week long camp organized in the mountains. This action was intended to raise their self-esteem and help overcome any complex of being a Roma.
- Courses:
 - Roma history
 - Human Rights
 - Romani language
 - Learning sessions on Communication, stereotype and discrimination, Importance of education, increasing ethnic awareness and developing pride in being Roma
- The 100 children had a unique educational and informal social experience (many children out of this group had never even visited other communities).
- The workshop experience proved to be a very efficient one as useful for the children but also for the members of the community, and was clearly a very motivating, engaging and rewarding experience.

"Jan angle, romale!"



Winter camp for Roma children

Thank you!

For more information, please contact Christina Costa +40 729 038 937