S.P.E.R.
PUBLIC AWARENESS AND INFORMATION CAMPAIGN
ROMANIA 2008
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 current 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

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...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
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
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

- 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

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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)*

<table>
<thead>
<tr>
<th>Uniqueness</th>
<th>Relevancy</th>
<th>Credibility</th>
<th>Memorability</th>
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| ++ *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 impactful.*  
- *It was perceived as long compared to other slogans used in the social ads, like „Casa de copii nu e acasa”* |

"Discrimination of Roma is taught at home. Know them before you judge them!"
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
ATL – Press Campaign

National coverage

45 insertions in central and local press from which 6 were negotiated as free social campaign
ATL – Outdoor Campaign

Citylights and Bus shelters
National coverage

40 outdoor insertions
ATL – Indoor Campaign

Special project:

46 Floor stickers in 19 Subway stations in Bucharest

600,000 persons use the subway daily
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!”**

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4 Radio stations
245 spots broadcasted,
from which 105 were negotiated as free social campaign
On line – website – www.sper.org.ro

7185 visits from all sources
All website pages were visited 21,912 times
Posting the TV spot on YouTube has created large support on blogs, that have published the link and raised awareness for the campaign.

[YouTube Video]

Discriminarea romilor se invata acasa

S. P. E. R.

Stop Prejudicatilor despre Etnia Rom!
Starting with many credible Romanian opinion leaders - giving weight to the pro-Roma statement - 670 persons signed the anti discrimination petition
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 (http://www.sper.org.ro/index.php?page=6)
• 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
Second thought…

Is it just a ‘discrimination’ issue?
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, health, 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

• **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 self-esteem, 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 free social campaign
Phase 2 - “Jan angle, romale!” Testimonials - Education
Phase 2 - “Jan angle, romale!” Testimonials – ID papers
Phase 2 - “Jan angle, romale!” Testimonials – Work
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.
Ce SPERăm noi?

STOP Prejudecăților despre Etnia Romă! - SPER - este mesajul pe care îl propune campania de informare și compoziție a Guvernului României finanțată din fonduri PHARE.

Locuri speciale pentru romi

O a doua sansă

Romi, prezenți în manualul de școlară

Mediatorul - un ajutor pentru elevii

ȘTIATI CA...

În România există circa 250.000 de istorieni, darău care 25.000 își lucrează în elevări.

Test de cunoștințe

„Am reușit prin forța proprii”

Bănel, fotbalistul rom, ambasador anti-rasism

E unul dintre cei mai buni fotbeli din România. Ioacă la Steaua, e model și bătrân. Bănel Nicolăi, căci desigur el e vorba, a fost numit recent ambasador anti-rasism. Așa înseamnă că va încerca să determine sprijinii să nu mai fie violenți sau rațați ai la înțept urmează de fotbal, cit și în afara stadionelor.

„Nu suntem alții decât restul populației”

Romi și identitatea

Romi și identitatea

De ce Romi și nu li se...?

Contra discriminării

Pagini din manualul școlar

ȘTIATI CA...

Din România vor exista 3 ori mai mulți romi dacă ne luăm în considerare 3 ori mai mulți copii din afara școlii.

Discriminare la medică?

Nu ocolii doctorilor

Să fiți sănătoși!

Așa și span romii între ei. Designul, sântăria: între o valoare apreciată de toți oamenii, indiferent de originea lor etnică. Dar, în cazul romilor, problemelor accesului la serviciile de sănătate există de sine acoperite de zonare, lipsa alocării de identitate, a unui loc de muncă și univocul de discriminare.

Culoragea, andaluză, a creat traducere în limba spaniolă a acestui număr din România, în care, alături de fotografii, vor apărea și textul și traducerea sau, de la origine, și traducerea.
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!

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