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the Fundamental Rights  
and Citizenship Programme  
of the European Union

# Roma MATRIX: Good Practice Guide

## 9. Roma Anti-Racism Campaign and Positive Images



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This good practice guide is about Roma anti-racism public media campaigns and the use of positive images to help change stereotypical ideas about Roma.

This is one of nine good practice guides which have been produced as part of a suite of materials that have come out of the Roma MATRIX project. Roma MATRIX is a project that aims to combat racism, intolerance and xenophobia towards Roma and to increase integration, through a programme of action across Europe. With 20 partners across 10 countries, it is one of the largest Roma inclusion projects in the European Union.

The good practice guides are intended as a resource for municipalities and civil society practitioners and field workers to refer to on a range of themes that discuss the barriers and challenges Roma face across Europe. The first stage of good practice is to understand the context, the complexities and the extent of the problem.

This guide examines positive public media campaigns across Europe and looks at how effective they are in breaking down stereotypes of Roma. It identifies what a positive image is and challenges some ideas of this. It uses examples of the public media campaigns created under Roma MATRIX and discusses the process put in place to build capacity within organisations to plan and implement these.

The guide also sets out key lessons and makes recommendations to improve policy and practice that support greater impact from Roma anti-racism public media campaigns and the understanding and use of positive images of Roma people.

The discrimination encountered by Roma people on a daily basis is usually founded on a lack of understanding of who Roma are by the wider, non-Roma community. This lack of understanding arises because non-Roma rarely have reason to meet and get to know Roma in their community. The media build on this lack of awareness by creating and/or compounding stereotypes that have come to be accepted as 'who Roma are'.

It is true that some Roma beg on the street and some engage in criminal activity, but this is certainly not true of all Roma. The latter is a harder story to tell for journalists, who want easy headlines to engage their readership and this becomes a vicious circle of discrimination and anti-Roma xenophobia. Journalists say that they are 'only reporting the truth', but in fact they are only reporting one truth and need to be given opportunities to see and hear other stories that can create a fuller and more positive picture of Roma.

In an effort to counteract some of the negative, anti-Roma media that continues to be prominent across all countries in Europe, many NGOs and a few municipalities have created public media campaigns to target local audiences and to develop more positive images of Roma. In recent years, many of these have been clever campaigns with strong messages and images. However, it can be difficult to measure whether each campaign is having an impact on the anti-Roma sentiment locally, and across Europe.

NGOs such as Romedia Foundation and Fundación Secretariado Gitano (FSG) regularly run campaigns and create images of Roma that are positive and non-stereotypical. They are organisations

who have funding from major donors but also have to find other ways to fund the work that they do.

The campaigns they run may reach a wide audience, e.g. in the case of the '*I'm a Roma Woman*'<sup>1</sup> campaign run by Romedia Foundation, or they may be targeted around a particular locality or thematic area, e.g. FSG's campaign 'Aprender Trabajando' aimed at attracting young people including Roma at the risk of social exclusion to learn new skills in order to find employment. These campaigns offer plenty of anti-stereotyping images and messages - positive messaging and real stories of Roma who are active citizens contributing to their community and society and working or studying in a range of areas.

These campaigns are not the only ones - there are plenty of good and engaging campaign examples across Europe. Like the Roma MATRIX campaigns, the strength of the message is there and the audience has been considered in the planning but effective measurement is not always apparent, as measuring a change in people's attitudes can be challenging and costly. It is therefore difficult to know what impact these campaigns are having and how to measure that in the future.



'I'm a Roma woman' campaign

The purpose of a campaign on Roma anti-racism is to challenge the views of non-Roma people who hold engrained, stereotypical beliefs about Roma. Winning over hearts and minds is a lengthy process and working with the media to facilitate their engagement past easy clichés takes an investment of time and resources across: institutional policy, community and educational practices. This aligns closely with the issues being tackled by Roma MATRIX partners.

### **There is no universal policy or guidance on delivering anti-racism campaigns across Europe**

There is no specific policy that refers to the creation of Roma anti-racism public media campaigns across Europe. However, the Decade for Roma Inclusion (which began in 2005) sought to work with European governments to eliminate discrimination against Roma. Anti-discrimination measures are also the focus of much policy aimed at creating Roma inclusion, whether it is through the National Roma Integration Strategies (NRIS), EC policy generally or policy at National level in different Member States.

The onus is on individual Member States as to how this is interpreted and implemented, but one area that can be helpful with an integrated strategy towards Roma inclusion is working with the media to develop positive images and create effective public media campaigning tools.

For the most part, it is NGOs who are creating positive images and public media campaigns. This is not a bad thing and can be very successful in raising awareness, but it can be difficult to mainstream a public media campaign that has no or limited political backing.

Reaching the widest part of the population requires many voices and regular public debate.

### **Sufficient planning and evaluation is often lacking**

It also requires a planning process that identifies target audiences, strong messaging and good and focused coverage through the right channels to reach those audiences. To do this, careful strategy development and planning is required.

Three key areas to focus on to build an effective campaign are audience, messaging and evaluation. One of the key issues is that some Roma anti-discrimination campaigns lack at least one of these areas and as a result can be poorly executed, inappropriately placed for the target audience or just lost due to the wrong message.

A lot of work has been done on presenting positive images of Roma and some organisations have created campaigns that do look powerful in both message and in terms of targeting a specific audience.<sup>3</sup> However, little or no evaluation or monitoring data on these campaigns has been made public. Whether this is because organisations running them prefer to keep evaluations confidential or because they have not been doing any monitoring is hard to say. Either way, if this data was available it would provide a good learning opportunity for others embarking on similar campaigns, as well as a baseline on public attitudes towards Roma, and the ability to assess how those attitudes are changing.

A further issue around the creation of 'positive images' is that this is a subjective idea. A positive image means different things to different

people. It can create new stereotypes or identities of Roma that show Roma people as even more homogenous or at least more 'acceptable' to the wider non-Roma community. When deciding what constitutes a positive image of Roma people, it is important not to only represent one idea or identity or to assume that perceiving Roma as 'just like everyone else' is always positive for the Roma community.

### Giving and developing a Roma voice in campaigns takes time

One key area of development is finding ways to empower Roma to have a voice and to support them to be heard. However, this is a long-term process that takes significant work and effort and a range of small but intensive interventions. There are of course some Roma individuals who have found their own voices and become activists for their cause, but many still feel disconnected from the world outside their own small community and particularly from the mainstream media.

The main thing to realise is that it is not a quick process; building trust and confidence takes time, especially with individuals who have not been heard and have been actively excluded for decades. However, the investment in time and resource is well worth the outcome when Roma are able to stand up in a crowd and clearly express their opinions.

**Roma Inclusion and Tackling  
Discrimination Toolkit produced  
for the Roma MATRIX project**



Across Europe, various campaigns have been instigated – some with significant EU funding and others that have been created at a grassroots level to surprising effect. This section highlights a few examples which provide useful insight into innovative practices.

### Romedia Foundation: 'I'm a Roma woman' – International campaign since 2009

The 'I'm a Roma Woman' campaign is an audio-visual and web campaign that was created by the Romedia Foundation (based in Hungary) in 2009 by five Roma women from four countries: Hungary, Romania, Bulgaria and Spain. By 2011, further funding and support had been received and the 'I'm a European Roma Woman' website was launched.

The campaign is a series of short films (now almost 100 films) of Roma women from across Europe talking to camera about who they are and the fact that they are also "...a Roma woman". The aim is to show the diversity of Roma women across and to break down stereotypical ideas.

In the initial stages of the campaign in 2009, Romedia say that the videos they had created at that time reached an audience of approximately 80,000 in Hungary alone. Videos were also available to view in France through MSN Messenger pop-ups and in the US reached more than 10 million viewers through the 'Jezebel' web blog.

Because it was so successful, a regional version of the campaign was also launched with support from CARE International in the Balkans. This phase of the campaign showed Roma women from across



the Western Balkans. Following the success of these campaigns, the Open Society Institute supported the creation of the campaign website.<sup>2</sup> The campaign continues today with new videos added on a regular basis.

### Gitanos Con Palabra – successful community-led co-creation in action

In June 2013, a group of young Roma and non-Roma friends who had grown up together in the same neighbourhood near Almeria in Spain decided they wanted to create something special together to raise awareness of Roma stereotypes. Despite having no previous experience, no money and no resources; they decided to produce a film, 'Antonia'.

Cleverly, they created a crowd-funding website and managed to raise over 4,000 Euros. They then made contact with a university who ran film courses and they asked Fundación Secretariado Gitano (FSG) to help them with some training and capacity-building. All of this meant that they could make the film 'Antonia'. They called themselves 'Gitanos con Palabra'.<sup>4</sup>

They have now secured an ever-growing following on Facebook and Twitter and continue to promote the film. More importantly, despite most of the people involved having jobs or education elsewhere now, they are in the process of creating a schools pack which has already been requested in both Spain and Hungary.



Gitanos con Palabra campaign shoot

### 'These Roma students make better Physicians than Musicians' - empowering Roma to use their own voice

The Open Society Foundation, Roma Education Fund and Active Watch all worked together to develop a programme that helped Roma to access training and qualifications in medicine in Romania, Bulgaria and the Balkans.

As part of this very successful programme they developed a campaign to recruit Roma to participate in the programme in each country and to challenge stereotypes of Roma with the non-Roma community. One impactful tool used was the video 'These Roma students make better Physicians than Musicians'.<sup>5</sup>

The video was produced and promoted in Romania and is a very successful execution of positive images of Roma and of one way in which to break down some of the stereotypes of Roma. It is particularly interesting because it is very much led by Roma Medical Students throughout, who are not only telling their story but also engaging with the non-Roma community face-to-face to counteract direct discrimination.

### Roma MATRIX practice

The Roma MATRIX partners' work is contributing to emerging practice. Across the project, partners are actively involving Roma people in shaping and delivering public media campaign activity and in the creation of positive images. Media training and collaboration with journalists and media partners is also helping break down barriers and misconceptions (see the following 'Good practice from Roma MATRIX' section).



Miro, a Roma medical student in Bulgaria

Roma MATRIX partners have been working on developing anti-racism public media campaigns and the use of positive images to help change stereotypical views of Roma.

All Roma MATRIX partners are focusing on promoting positive images of Roma. Six have been working to develop the skills and tools to create their own public media campaigns - following extensive workshops on campaign planning, audience segmentation and media relations, they have created their own local public media campaign. MATRIX partner The Social Marketing Gateway has had a supporting role across all these activities – developing and providing a range of tools, resources and advice to partners.

The case studies below draw on the good practice applied by the Roma MATRIX partners and highlight how that good practice has had a positive impact.

Good practice includes involving Roma in the co-production and development of the campaign and positive image activities, being proactive and building relationships with the media, encouraging and supporting Roma people to tell their story/ have a voice, and creating and presenting images that challenge Roma stereotypes by being 'positively surprising'. Outputs have included: media ambassador recruitment and training; campaign and positive image development workshops and ongoing support; PR/media relations training and mentoring; and award winning public media campaign activity and positive image exhibitions.

The response and impact has been very positive from all quarters.

This work has:

- Received positive responses from the media, public institutions, Roma and non-Roma communities and partners and in doing so, supported the other activities across Roma MATRIX;
- Improved the skills, capacity and confidence of partners to develop and deliver campaigns and campaign activity; and
- Increased the trust/confidence in and participation of Roma in media campaign activities.

### Public Media Campaign good practice

Six partners have developed Roma anti-racism public media campaigns specific to their local needs and audiences.

### Support, guidance and direction helped keep messaging clear and consistent

To support this activity The Social Marketing Gateway developed: a campaign planning toolkit<sup>6</sup>; overarching campaign strategy and materials including MATRIX project and campaign branding<sup>7</sup>; and gave partners ongoing mentoring and support on campaign development and implementation, public relations and working with the media. This support was delivered face-to-face at transnational meetings, by email and over the telephone throughout the project, and tailored to the level and need required from each partner.

### Integrated working with Roma Peer Operators and Ambassadors empowers Roma to use their own voice

Bologna had a lot of bureaucracy to fight whilst trying to create their campaign - no one in this area of Italy has ever run a campaign

highlighting the discrimination against Roma and Sinti who mainly live in camps and segregated housing on the outskirts of Bologna.

There is a perception among non-Roma that Roma and Sinti want to live in camps - which is of course not true - and that they are very different to non-Roma and Sinti Italians. The team at Bologna very much wanted to challenge these perceptions.

The campaign was developed through a consultative process to help encourage active participation by different members of society. Group discussions were held with:

- 'Social inclusion' professionals from institutions and civil society
- Roma and Sinti people from camps in the metropolitan area of Bologna
- Journalists and media workers
- Ordinary non-Roma, Italians and other foreign nationals from the Bologna metropolitan area

These groups worked together to define the campaign message and delivery.

At first, finding people from the Roma or Sinti community who were willing to be media 'Ambassadors' was difficult, but eventually a number of individuals agreed to be part of a public media campaign. They received training on how to be an Ambassador and what would be expected. This included one-to-one training from a professional actor to help each of them tell their own story and to present aspects of a specially created photography exhibition of positive images of Roma and Sinti. Media training was also given to local media contacts in partnership with the professional press

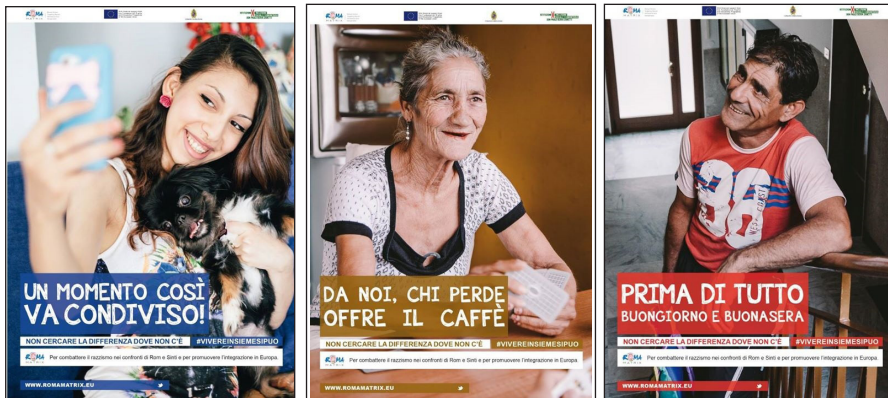


association. This even resulted in a waiting list for the press training.

The campaign was developed around the key positive message that:

**"No one has to renounce his own culture and tradition. There are undeniable differences, but in daily life we are all very similar and living together is possible."**

Three campaign posters were created using three Roma and Sinti people of different ages:



The campaign was launched to the media in January 2015 at a busy press conference. Then at the beginning of February, the photo exhibition was launched at a three-day festival that included presentations, film screenings, performance, debate and discussion and a visit from other European partners working with Bologna on another transnational project: Roma-NeT. Here, three 'Peer Operators' presented the exhibition and their own stories to a packed audience.

Although, at the time of writing (March 2015) the campaign has not long launched and figures are not yet available, the response to the campaign has been very positive from all those involved in developing it and thus far from the media. The whole process has been particularly successful in the development of 4 or 5 individuals who now feel empowered to be active in raising the profile of Roma and Sinti in Bologna. Their journeys are a genuine measure of success.

"I have given my face to show my determination to do something for my people, my community, something that could draw people's attention and raise their curiosity about a community so discriminated and segregated by the media and other citizens in general."

(Anna Stankovic, Peer Operator and Media Ambassador)

**Roma people having professional careers is not unusual but everyone thinks otherwise. These views are being challenged in Bulgaria**

Roma continue to experience discrimination and prejudice in Bulgaria. They are the only minority group that continue to have a negative profile in the media and be routinely spoken and written about in openly racist terms.

Positive images of Roma people in the Bulgarian media are few and far between. The National Network of Health Mediators (NNHM) has been working in Roma communities with great success for many years, but has rarely received any media acknowledgment; any minor mentions being on the periphery of other coverage - any positive stories about Roma that have made it to press or broadcast have

repeatedly failed to change the attitude of Bulgarian society. Stories of successful Roma individuals, with good careers or prospects, are dismissed as being the exception, rather than examples of the Roma community generally.

NNHM wanted to challenge this and developed the '*We are not an exception*' campaign. Directed at both non-Roma society and Roma communities, the aim was to change the attitude of Bulgarian society as a whole and to promote positive examples to inspire other young Roma. The campaign presents positive images of Bulgarian Roma, using the powerful '*We are not an exception*' slogan to show that positive examples of working Roma are not isolated cases but are many.

The idea for the campaign came from a group of health mediators who wanted to fight back against the racial abuse they regularly received, despite their professional skills and qualifications. There are over 150 health mediators who are from Roma communities, who help vulnerable community members, such as young mothers or elderly people, access medical care regularly. They are all positive role models, many of whom have gone on to take further qualifications, in areas such as nursing or social work.

Campaign activity has comprised of:

- Media training including the preparation of a press release in English and Bulgarian sent to more than 50 journalists and health specialists
- A six-minute video of interviews with students across various

health disciplines articulating how they have had to work hard to achieve their success like everyone else

- Two posters featuring successful Roma students – distributed nationally
- A Facebook campaign with positive messages
- A number of events including: a ceremony for handing over the annual award for best Roma student in medicine and handing over of honorary diplomas for most successful health mediators, at which there were guests from the media, government and other organisations.

The campaign has been very successful:

- The Facebook page has received many positive comments and the video (which is now also available with English subtitles) has been viewed hundreds of times on YouTube;
- Articles appeared in the Bulgarian press, including '*The Roma you don't see in the news*' (28 Dec 2014) in a prestigious weekly newspaper and '*The role of the Health Mediator*' (13 Dec 2014) on one of the main TV channels;
- The campaign won the Overall Contribution award from the Helsinki Committee Annual Awards at a ceremony held on International Human Rights Day. This award is for initiatives targeting human rights; and
- After years of lobbying, the Health Minister has pledged to support preparatory courses for young Roma to access medical school.

“Such conscientious, intelligent and inspired young people are watching us from the posters – they encourage young Roma who want to study. The campaign motivates pupils to carry on and to be self-confident – because there are many Roma who would like to develop and to be educated.”

(Biala Slatina, Teacher)

### Planning and guidance are helping Roma improve media relations and have a public voice in Spain

In Valencia, the media have contributed to a negative image of Roma people and have spread inaccurate stereotypes - they have habitually excluded a Roma viewpoint or perspective, instead choosing to present their own conclusions or standpoints. This has contributed to the profound ignorance locally of Roma customs and culture. If local people in Valencia do not understand the Roma customs then the distrust and opposition will continue, as it has for centuries.

The Maranatha Federation developed their public media campaign aimed at challenging and making fundamental changes to the way local media portray the Roma community by presenting positive examples of Roma.

The campaign was built around the core message that ‘we (Roma) are like you... don’t be prejudiced, condemn, or marginalise us’. The campaign approach was based on using media relations and a specifically developed toolkit for journalists. The “Medios de Comunicacion y Colectivo Gitano” (Manual for Working in the Media on Roma Issues) was distributed widely to media in Valencia and was intended to act as a guide to journalists to help them to

write balanced, non-discriminatory coverage of Roma issues. Three Roma Ambassadors (a professional composer, a college student and a women entrepreneur) were recruited and trained to participate in the media work. To support this activity, billboards, posters and leaflets were developed and a Facebook page was set up.

The campaign secured significant coverage by local media including the TV station canal NOU and the Cadena Ser radio station.

- A 16-minute TV interview was aired during the International Roma Day celebrations
- Over 2,000 leaflets were distributed in local subways by university students
- Traffic to the Maranatha website and Facebook page increased significantly – in the period from March to September there have been over 20,000 website visits and during this period all the Facebook dialogue has been positive

The dissemination of the guide has helped the Maranatha Federation to build closer relationships with some of the local media, particularly with Cadena Ser radio station and Canal NOU Television station who have invited them for interviews when Roma have been in the news. The campaign and the development process have also encouraged greater interest and participation in volunteering from the local Roma community.

“I learned a lot from the three Roma people who we interviewed. Society needs to know this, and to change the negative views of the Roma community.”

(Canal NOU TV presenter)

### Collaboration and carefully planning has led to a positive and upbeat campaign in Hungary

As with the other examples above, racism and discrimination towards Roma in Hungary is a significant issue. The Wheel of Future Foundation decided that they wanted their public media campaign to challenge social rejection towards and mistrust of Roma people.

To start the planning process, former campaigns were identified and reviewed in workshops involving media professionals, sociologists, journalists and Roma people. It emerged that the previous campaign activity tackled issues by making people feel guilty. The collective view was that this should be avoided and a positive message and tone should be adopted that creates a 'light' and 'kind' atmosphere but still calls attention to discrimination. The creative concept developed was based on main characters wearing eye-catching masks, receiving equal and normal treatment and concluding with them taking off the masks to reveal a Roma person, whilst making the point that there are no obstacles to social integration regardless of ethnicity.

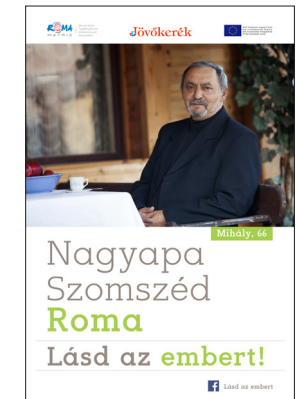
A dedicated campaign website was created which hosts five screenplays based on the creative concept. Given a limited budget and resources, all those involved in the project and other partners were encouraged to actively promote the campaign and free media spots were secured on national TV channels for free (Hungarian media regulations make it obligatory for TV channels to give air time to social advertisements for free).

With the TV showings and audio versions for radio yet to happen,

the screenplays have been promoted on YouTube. Other activity to promote the campaign has included:

- Posters and leaflets based on the overarching Roma MATRIX campaign materials 'See the Person' distributed to 66 higher education institutions and 45 schools in Budapest.
- The creation of the 'See the man' community on Facebook: <https://www.facebook.com/lasdazembert>

Even with the TV coverage still to come, the campaign has already generated significant interest, with over 50,000 visitors to the campaign website<sup>8</sup> and over 1,000 'likes' and positive dialogue on Facebook.



### A targeted approach is helping to show employers that Roma can make good employees

In the Czech Republic negative prejudices and stereotypes are creating a never-ending cycle of preventing Roma from finding employment. A lack of will and determination from employers to try to employ Roma is based on negative, mostly second hand, views and perceptions of Roma. Not finding work feeds

further exclusion, poverty and desperation.

To tackle this issue, encourage more employment and to show the wider public that Roma are willing workers, IQ Roma Services (IQRS) have developed a public media campaign that aims to present the positive experiences that employers have as a result of employing Roma people and demonstrate to employers and the public that there are employers openly employing Roma - not afraid to give them work.

IQRS launched the 'We work' website<sup>9</sup> in August 2014 with stories of both employers having a good experience employing Roma and the positives from the Roma perspective. The site also has a 'job exchange' facility where job seekers can publish their profiles.

On the website, six one-minute screenplays conveying positive examples are presented. These were also run as adverts on national TV channels (TV Barrandov and TV Slagr) in the autumn of 2014 and an equivalent audio advert was run on local radio Krokodyl. The screenplays/adverts present positive examples of employing Roma. A poster for encouraging employers to employ Roma was also published in the magazine Zluty which is distributed (50,000 copies) on buses. Six 30-minute long interview-based radio broadcasts with employers and Roma were also made directed mainly towards Roma. The creative idea, screenplays and website design were created with the assistance of external collaborators and volunteers including Roma.

The campaign ran from August 2014 to February 2015 and created

significant interest and response with nearly 45,000 website visits; 82,000 views of the screenplays on YouTube and over 90,000 users engaging with Facebook and Twitter. The main impact has been the increase in the contact with employers - on average 3 per week - and almost 90 Roma job seekers have uploaded their profile.

### Everyone can relate to a childhood dream of what they want to be when they grow up

In Bulgaria, The Association of Young Psychologists (AYP) developed a public media campaign based on this idea which was generated whilst working with the Roma community in Varna after flooding had left many families without food and shelter. Called 'Everyone has a dream', the campaign was developed via a number of workshops involving Roma people, AYP and other people supporting the Roma community. Billboard posters were created showing a picture of a young person with their name, opposite a picture of the same person clothed in and named as them in their dream role, for example 'dancer' or 'doctor'. In support, local events were organised, including seminars with employers, and a Facebook campaign was created.

The campaign has created significant interest in the plight of Roma people locally and is helping people to take a step towards improving mutual respect and tolerance.

"After the seminar to learn about job opportunities with Roma I hired two of them. They work more than others and are grateful for being offered a job. After the flooding in Asparuhovo many of my friends did not want to help Roma but I did – they are people like us – they need help and to regain faith"

(A local employer)



### Promoting positive images of Roma good practice

All partners undertook to create and promote positive images of Roma that would challenge the stereotypical views of Roma people across society. To help define and identify what would be a positive image, The Social Marketing Gateway facilitated a number of workshops with partners at the transnational meetings - as a result it was agreed that partners should look at producing 'positively surprising' Roma images that would confront (surprise and even shock) target audiences and challenge their established stereotypical views. A guide to photography and the use of positive Images was produced to assist the partners.

Across the project, many different positive images have been created including: successful Roma holding down normal responsible jobs, children doing well in education and representing optimistic future citizens; and images of Roma men and women mixing positively with non-Roma.

These were actively promoted online and via exhibitions across Europe. Many of the best photographs were also used in partners Public Media Campaigns and can be seen on the Roma Matrix website.

The response has been very positive for all involved including both Roma and non-Roma communities. The images supported other Roma MATRIX activities including those partners delivering public media campaigns. Partners have also spoken about their increasing confidence in raising awareness through this medium and enabled them to make a positive shift in the way they wanted to portray Roma.

## Policy makers

This section sets out the lessons that have emerged from the actions of the Roma MATRIX partners, and also from the improved understanding of the issues that has occurred because of the transnational and multi-country implementation that occurred during the delivery of Roma MATRIX actions.

### Lesson 1 - Roma participation in planning and delivering public media campaigns is empowering for them and everyone else involved

As ever, working with Roma as opposed to creating campaigns about Roma is the most effective way to challenge stereotypes and develop good stories and clear messaging in public media campaigns. A collaborative approach also builds mutual understanding and trust.

### Lesson 2 – Target audience segmentation brings focus and clarity to campaign planning

Public media campaigns must have clear target audiences. There can be more than one audience, but it is not enough to target 'everyone who is not Roma'.

### Lesson 3 – Evaluation is essential to establish impact areas for improvement

Evaluation is lacking, or not publicly available, for many anti-Roma discrimination campaigns. As with any intervention, understanding the success or failings of a campaign helps those campaigning to understand what works and what doesn't.

#### Lesson 4 - A positive image isn't always what you think it is

Partners in Roma MATRIX spent considerable time discussing what is and is not a positive image of Roma. Some seemingly positive images - e.g. traditional Roma dancing, musicians and artists - can compound stereotypes. This doesn't mean never using them, but other aspects of the Roma community should also be shown.

#### Lesson 5 - Clear guidance and support helps organisations develop effective campaigns

Many of the Roma MATRIX partners had little prior experience of developing campaigns. The direction and support given by an experienced organisation (The Social Marketing Gateway) helped develop the necessary skills and confidence within partners to develop their campaigns and positive image work.

#### Lesson 6 - NGOs need political support to have access to a wider non-Roma audience

Many NGOs are doing a great job developing creative, targeted campaigns. However, they are still seen as something that 'activist organisations' do and therefore gathering support can be struggle. If municipalities and national governments funded and sponsored more campaigns against Roma discrimination it would help gather more non-Roma support.

1. <http://www.romawoman.org/?page=campaign>. Accessed October 2014
2. <http://www.romawoman.org/>
3. Jovanović, Jelena. 'Romani women's identities real and imagined Media discourse analysis of "I'm a European Roma Woman" campaign.' Central European University Department of Gender Studies. Budapest, 2014.
4. <http://gitanosconpalabra.com/>. Accessed October 2014.
5. <http://www.opensocietyfoundations.org/voices/these-roma-students-make-better-physicians-musicians>. Accessed November 2014.
6. The Social Marketing Gateway. Public Media Campaign Planning Guide and Toolkit. July 2014.
7. The Social Marketing Gateway. Roma MATRIX 'One Europe. Many Cultures.' Campaign Materials. Available on the Roma MATRIX Extranet: <https://romamatrix.eu/extranet/file/1789/download?token=DPxbgGYWyQExVtb5l1Ce6XVQtS-SJoqyn4qHmJfNg>
8. [www.jovokerek.hu/romamatrix/](http://www.jovokerek.hu/romamatrix/)
9. [www.mypracujeme.cz](http://www.mypracujeme.cz)

The research component of Roma MATRIX is investigating how the National Roma Integration Strategies (NRIS) and other policies focused on Roma inclusion and integration are being implemented and delivered within the 10 Member States. This has a particular focus on approaches to tackling anti-Roma racism, as well as exploring the progress being made in Member States around the key areas of concern to the wider Roma MATRIX project. Elements include:

- Ten 'country reports', one for each participating member state in Roma MATRIX written by various authors, considering thematic areas central to Roma MATRIX.
- The interim Roma MATRIX research report presents an overview of key issues raised by the authors of the 10 separate Member State Country Reports.
- Brown, P., Dwyer, P., Martin, P. and Scullion, L. (2014) Roma MATRIX Interim Research Report. University of Salford and University of York, UK.
- The final Roma MATRIX research report documents the empirical work and findings, which has involved more than 130 key stakeholders across 10 Member States, available in March 2015.
- Brown, P., Dwyer, P., Martin, P., Scullion, L. and Turley, H. (2015 Forthcoming) Final Research Report. University of Salford and University of York, UK.

All Roma MATRIX research is available at [www.romamatrix.eu/research](http://www.romamatrix.eu/research)

For further information on the case studies from Roma MATRIX included in this guide and additional case studies, please go to [www.romamatrix.eu/casestudies](http://www.romamatrix.eu/casestudies)

For further information on Roma MATRIX visit [www.romamatrix.eu](http://www.romamatrix.eu)

- Good Practice Guide 1: Reporting and Care Centres
- Good Practice Guide 2: Networks in Law Enforcement
- Good Practice Guide 3: Working with Children Leaving Care
- Good Practice Guide 4: Integration of Roma and non-Roma Children and Parents in Education
- Good Practice Guide 5: Employment of Roma
- Good Practice Guide 6: Cross-community Mediation
- Good Practice Guide 7: Roma Women Community Health Mediators
- Good Practice Guide 8: Roma Mentoring in Public Authorities
- Good Practice Guide 9: Roma Anti-Racism Campaign and Positive Images

All of the guides will be available at:

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Mutual Action Targeting  
Racism, Intolerance  
and Xenophobia

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This publication has been produced in English