

## #AturemRumors campaign

The campaign attempts, on the one hand, to respond to the rise of racist discourses that feed rumours, strengthen stereotypes and stir up fear and mistrust on social networks and among Barcelona's residents.

The campaign attempts to build new narratives starring activists and influencers from an intercultural and intersectional perspective, debunking discriminatory and racist rumours and stereotypes that affect on a differential basis racialised groups on the grounds of origins, religion and gender, among other things.

The main **characteristic traits of the campaign** to be highlighted are:

- It opts for the use of new communication languages to include members of the public that the anti-rumours discourse has not yet reached.
- It was a campaign under a constant process of creation, in other words, through the workshops and spaces envisaged, it attempted to enable associations and people from the XBCNA [BCN Anti-rumours Network] to individually take part in creating and viralising new contents framed under the #AturemRumors hashtag as well as assessing the entire process and its impact.

## The Campaign's components

1. The campaign's main video: [Així et menges un rumor](#) (with 5,227 hits in July 2019) with participation from activists, artists and influencers: [Mikel López Iturriaga \(El Comidista\)](#), [Silvia Albert Sopale](#), [Ramia Chaoui](#) and [Quan Zhou](#).
2. [Workshop](#) and [video](#) 'Strategies for combating discriminatory discourses on social networks' (with 1260 hits in March 2019) run by the activist [Desirée Bela-Lobedde](#)
3. [Workshop](#) and [meme bank](#) run by the artist and activist [Yos Piña](#)
4. [Workshop](#) and [video 'We are all equal'](#) (with 734 hits in March 2019) run by [Catàrsia](#), an activist collective of people of Asian descent.
5. [#AturemRumors video on networks and the metro](#).
6. [Còmic 'Per què ens mengem els rumors'](#)
7. [BCN Anti-rumours Network poster](#).
8. [Ràdio Itacat Interview](#)
- 1- [Videos of #AturemRumors PoetrySlam](#) poems about stereotypes, prejudices, discrimination, racism and International Mother Language Day, etc.

## The results

The results of the campaign were assessed at an event entitled [Punt I Seguit de la Campanya](#) in November 2018 and an assessment is expected from the BCN Anti-rumours Network's Action Plan 2016-2020 where the campaign is a line of action. Note that the campaign has not ended, as it will continue to create materials, contents and activities under the #AturemRumors hashtag.

## The implementation

Implementation of the campaign was co-led by the member organisations of the [communication group](#) from the [BCN Anti-rumours Network](#) and the Technical Office of the [BCN Anti-rumours Strategy](#), on the level of conceptualising, managing and developing the various components and stages of the campaign.

## The materials

Materials from the #AturemRumors campaign: <https://padlet.com/antirumors/AturemRumors>