

Humanity in Action Report
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Rasizm Jest Do Dupy: Report on Social Campaign

Our topic assigned was to center itself around refugees. A report that recently came out revealed that a record 65 million people were displaced in 2015. Refugees and asylum seekers are moving into different communities whether these destination countries agree or not. This tense atmosphere has been one of the most important challenges in Europe. Poland has decided it will not take in anymore refugees due to fear over terror attacks. This sentiment has carried over onto the public sphere and has caused a renewed surge in hate speech. Given that the number of reported hate-motivated crimes in Poland increased seven times over between 2011 and 2014, we wanted to address the growing racism with a campaign titled Rasizm jest do dupy (or Flush the Racism, in English).

Our target audience is soccer fans between the ages of 17 and over. We wanted to focus on this group because we know that there have been many racist banners on display during soccer matches over the years. We also had a newfound interest in soccer fans and the bars that people go to watch the games in because of the Euro 2016 championship. These games are very popular, and often pit different countries against each other. We want people who are out celebrating Euro 2016 to think about how they treat people perceived to be outsiders. Even with words that seem meaningless, we would like to remind people that they are not appropriate ways to address anyone.

We had some very unique challenges with our intended audience. We are an all-female group that tried to target a sports-oriented, mostly male audience. We could not use anything that could have been considered too cutesy or too serious. We also tried to be humorous in our campaign style so as to not make people angry or defensive. The motivation behind our project was to do something that would catch our intended audience off-guard and give them a space to think about the words they use. We figured that the best place to do that would be in a restroom.

As part of our campaign, we wanted to include several items that could be used in public restrooms to showcase our message. This includes stickers that say Rasizm jest do dupy stickers (**figure 1**), posters, and toilet paper (**figures 2& 3**).





The toilet paper contains hateful slurs but also our campaign message under it so as to not confuse people. We have already established connections with three local bars and have placed posters in all three of them. The bars range from student pubs to upscale bars downtown. We would place the posters on doors in bathroom stalls. We have also encouraged people to wear our stickers and place it on their pants so that others will see the campaign outside of the bars. We are also working on printing our own toilet paper and offering it to the bars that agree to let us publicize in their bathrooms.

We need to publicize our campaign so that people will know that it exists other than at the three bars we have already visited. We have been using social media to create our facebook page and it has been going very well. We upload articles and videos that address racism in both Polish and/or English. We vary our content between things that are funny and serious problems that continue to happen in our society. We are also sharing this on our personal social media pages in order to gain more followers. We plan to help advertise the bars that we partner with by making posts about them on social media.

Our total estimated costs for completing this campaign is about 850 PLN. The costs go towards printing our stickers and posters, but mostly the customized toilet paper that we want to use. We really believe that having the toilet paper made and distributed would be the strongest component of our campaign and also the most interactive because it is something

that people get to hold. We are currently still finalizing sponsors in order to make this possible. We are reaching out to NGOs such as Hate Stop and also plan to approach some of the bars we will be partnering with. Marek from Onet has also agreed to give us 100PLN if we can raise the rest of our intended budget. This is one of the final aspects of our campaign that we will continue to work on and try to secure.

There were many positive aspects to our campaign and definitely areas of improvement. What I enjoyed the most about our campaign was that we found a creative way to address an issue that has been brought up many times before. We decided to be blunt and provocative in order to get people's attention. We tried to keep our message simple so as to not bore our audience. However, I do think that if we would have started to plan our campaign a bit earlier we would not have gone through as many different ideas as we could have avoided constantly changing our plan of action. We also regret not having more time to spend on our campaign in order to be able to judge people's reactions in the bars. We could have really benefited from seeing what the response is after a few weeks of our campaign going live.

One of the biggest turning points in our campaign happened after we received further consultation from Marek from Onet and were encouraged to aim high and raise money in order to get our customized toilet paper. Up until that point we had settled on writing on our own toilet paper due to our financial and time constraints. Our group has decided that we will do everything we can to make sure we get the toilet paper, even if that is after our campaign presentation deadline. While this is a big challenge, we think that it will make our campaign more effective in the end.

The public reaction has been mixed. Some friends have expressed their disagreement with the ideas that have been presented on our facebook page. We are working on continuing our style of a light-hearted response in order to engage with people that we think are still open to hearing our perspective. We believe it is important not to ignore people unless we see that they are not open for discussion.

If we could give advice to other people on running campaigns, we would tell them to delegate tasks. This worked out well for us because people could work on different aspects of the campaign from different locations instead of trying to find a meeting place and doing. Trust your group members! If you do not trust the people in your group to carry out certain tasks, you should probably find another group with which to work with. I would also say to try to aim for things that you can do with minimal sponsorship. While we are proud of our decision and we think that this approach requires some additional funding, we would not recommend it for every campaign. We only had a week and a half to carry out our campaign so we would suggest focusing on creating a quality campaign that does not depend so much on outside factors such as sponsors. We would also suggest asking different organizations in your area (including the service project) in order to find out what different groups need from the public. If a group is undecided about a campaign message, asking organizations could help

narrow down the possible choices.

One of the most important questions that we have been asked about our campaign is: Why should anyone believe our message? Well, we like to say that people should listen to us because racism is as gross as using a public bathroom (and poop)!