

**Humanity in Action Poland
Idea Incubator 2017**

‘JESTEM TU’ campaign report
**Developed by: Sarah Bhatti, Małgorzata Kot, Bryan
Stromer**

JESTEM TU
fb.me/JestemTuLGBTQI



Background information

This campaign is based on the topic of bullying and hate speech against LGBTQI youth in Poland. The report “Equality Lesson” by the Campaign Against Homophobia from 2012 reveals that there is very little awareness by teachers towards the discrimination of LGBTQI students.

While 12% of the student respondents experienced a form of physical violence in the past two years, more than half (51%) of the respondents up to age 25 experienced psychological violence in the same period. Schools turned out to be the site of physical violence in around 31% of the cases. These results show an increase of peer violence among students. This startling statistics demonstrates the need for teachers and headmasters to take action. The student respondents were asked directly about their sense of loneliness. Another report of Campaign Against Homophobia, ‘Situation of LGBT persons in Poland’ for 2010 and 2011 shows that a large part of LGBTQI community experiences loneliness (almost half of the respondents) and 42% also say that they were having suicidal thoughts over the last few months. A feeling of loneliness indicates a lack of support and combined with the previous data can be interpreted as a lack of support, within peer groups and in the families of LGBTQI young people.

The goal of this campaign is to inspire LGBTQI young people (age 15-25 years old) to embrace their uniqueness and diversity as a counter-speech to the widespread hate speech and discrimination. ‘Jestem Tu’ is the slogan of the campaign. ‘Jestem Tu’ delivers a positive and affirmative message to LGBTQI youth. The campaign aims to provide a platform for LGBTQI young people to share their stories and own their differences with the following questions:

- 1. What is your wildest dream?/ Jakie jest twoje najbardziej szalone marzenie?*
- 2. What makes you unique?/ Co sprawia że jesteś wyjątkową osobą?*
- 3. What makes you feel you?/ Co sprawia, że czujesz się sobą?*
- 4. What is your biggest fear?/ Czego się najbardziej boisz?*
- 5. What makes you feel strong?/ Co sprawia że czujesz się silny/a?*
- 6. What inspires you?/ co cię inspiruje?*

Campaign Idea

Our main campaign idea is conceptualized around the concept of “Jestem Tu”, which means that ‘I’m here’. We find the idea of ‘I’m here’ to be especially important with LGBTQI youth in Poland because many LGBTQI youth in the rural areas of Poland do not have other members of their community, which can lead to loneliness and make it so that these youths do not have access to a role model that is also part of the LGBTQI community. “Jestem Tu” allows LGBTQI youth to connect with content that features real members of the LGBTQI community sharing about their life and asking “bold questions”.

The photographs are then shared on through our Facebook page, which allows our message to reach beyond Warsaw and gain a greater audience. Ourselves and our community partners firmly believe that by creating a message that is positive, approachable, and creative, we will be able to reach a portion of the LGBTQI that has been isolated by traditional LGBTQI campaigns, which often feature sad narratives of LGBTQI youth talking about how difficult it has been for them to come out. Facebook as a platform also allows us to engage with the community by giving them a space to post their own stories below the posted photos and offer positive support. We are actively moderate this page to ensure that it remains positive.

Impact Indicators

We are basing our success off of the number of “likes” and “engagements” that we generate on Facebook. Facebook offers some outstanding tools for understanding if we are reaching our desired audience and we are excited to track our performance. Our goal for this campaign is to have at least 2,000 engagements and obtain over 200 Facebook “likes”.

Implementation Plan

Our implementation plan is to start off by taking photographs of LGBTQI individuals that have been identified by the LGBTQI community based organizations that we are working with in Warsaw. We have also developed a video campaign to announce the launch of the campaign and help promote it. We have also reached out to community partners working with the LGBTQI populations in Warsaw to help promote our campaign. Finally, we are purchasing Facebook ads that are targeted to the LGBTQI population in Poland to ensure that word of our campaign reaches beyond our own networks.

Implementation

On Thursday 15th June the [Facebook page](#) of the campaign was established. Before the launch our group worked on the logo and first content to be published. First, our campaign was to invite all young persons to share their diversity stories, but the group's and HiA staff's team feedback suggested narrowing the target group and bring attention to youth LGBTQI Polish population. This feedback helped our group to adjust the campaign's idea to the specific population and its needs. We changed the logo to highlight the target group we want to reach and adjusted the messaging so it's clear that the campaign invites LGBTQI youth to contact us.



As we assumed and consulted with Campaign Against Homophobia and Equality Volunteering, the campaign would work best in social media which is significantly used by young people. In the first 24 hours the page gained over 100 'likes' and we also received an invitation for interview by LGBT news website Rainbowstar.pl (which unfortunately didn't happen as for lack of further contact from the website). Reactions to published photos were positive and we received several stories, where young people answered different questions and spread diverse messages. Every day we tried to publish at least 2 posts to keep the interest of the audience. In order to increase the reach out of the campaign, we invested in the Facebook

Jestem Tu
Opublikowane przez: Bryan Stomer [?] · 17 czerwca · €

"Sam piszę moją własną historię" #jestemtulgbtqi



Odbiorcy: 24 332 Promuj post

Lubię to! Komentarze Udostępnij

Skuteczność Twojego posta

24 332 Liczba odbiorców

33 Reakcje, komentarze i udostępnienia

20 Lubię to!	12 Dotyczące posta	8 Dotyczące udostępnień
5 Super	4 Dotyczące posta	1 Dotyczące udostępnień
2 Duma	2 Dotyczące posta	0 Dotyczące udostępnień
0 Komentarze	0 Dotyczące posta	0 Dotyczące udostępnień
2 Udostępnienia	1 Dotyczące posta	1 Dotyczące udostępnień

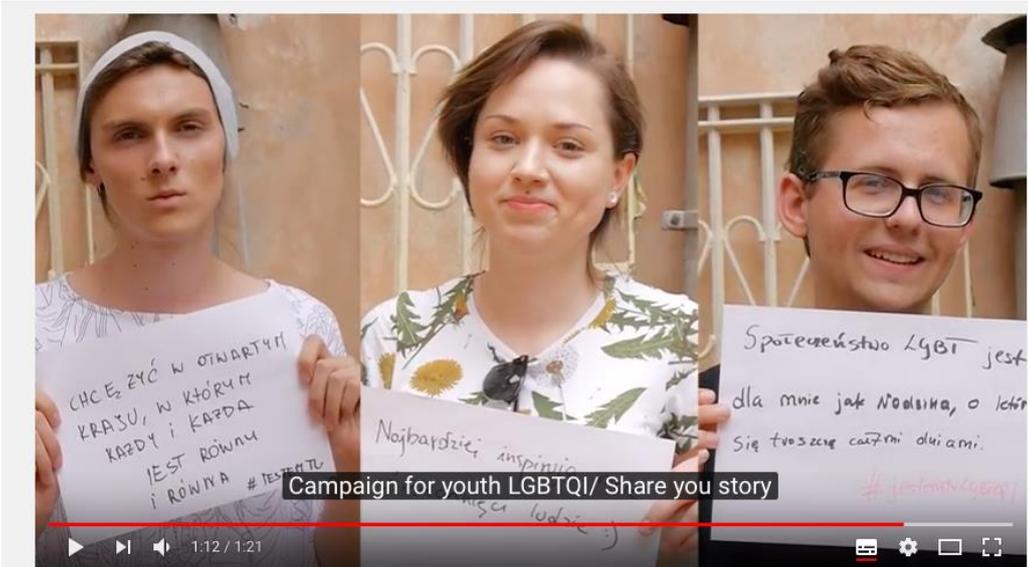
359 Kliknięcia posta

73 Liczba wyświetleń zdjęcia	0 Liczba kliknięć w link	286 Inne kliknięcia
---------------------------------	-----------------------------	------------------------

advertisement. With the FB promotion we managed to reach with one post to over 24 thousand people. As for today, FB page has 419 'likes' and is observed by 424 people.

On 19th June 2017 we published the [video](#) which was viewed almost 100 times in only 8 hours from its publishing. Reactions to the campaign were predominantly positive, people from LGBTQI community and allies were expressing their interest and shared the information on the campaign with friends.

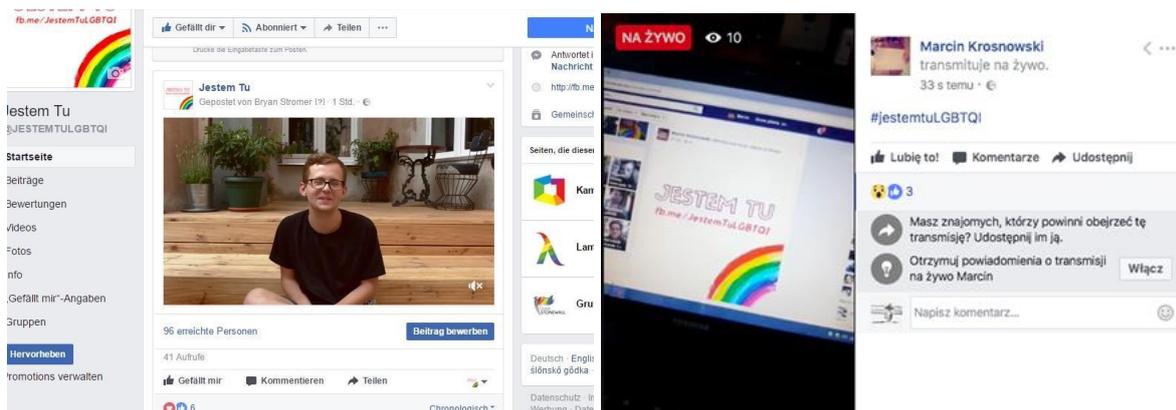
YouTube PL Szukaj



Campaign for youth LGBTQI/ Share you story

Jestem Tu: kampania dla młodych osób LGBTQI

One non-heterosexual young person made a live transmission on the day of the campaign's launch, which had 200 views. All the connections we established proved to be helpful in dissemination of information about the campaign. Until now (as for 17th October 2017) the video has been played 1517 times, and 34 persons have subscribed the YouTube channel on which the video was published. Queer.pl also provided support by publishing an [article](#) about the campaign, which was given the score 4.9/5 by website viewers. We were very surprised with receiving 100 'likes' of our campaign and reaching out to a broad audience (such as readers of Queer.pl, which is one of the most popular queer news' websites). In just four months the FB page has been 'liked' by over 400 persons, which has pleased us very much and ensured that such a project responds to needs and raises interest among young LGBTQI people.



Lessons learned

One of the most important lessons drawn from the campaign is the importance of proper schedule. As the campaign was launched on the national holiday and many Poles were absent in the offices, we didn't receive much response from NGOs. It would be advisable to contact with NGOs when the idea for the campaign is developed in order to have a potential list of supporting organizations in advance. Also, promoting the campaign is more feasible if the list of potential supporters is also prepared in advance. Another recommendation regards publishing the video. As videos catch a lot of attention, they should be introduction to the campaign and be ready for publishing when the campaign is about to be launched.

The campaign 'JESTEM TU' has a potential of upscaling it to other countries. As the idea is simple and easy to execute in social media, it would be a good form of building a network of young LGBTQI people from diverse surroundings. Also, LGBTQI youth from abroad could be invited to share support messages with Polish LGBTQI community to strengthen solidarity and provide links for potential cooperation. Similar projects were developed in USA or Russia (Children 404) and possibility to compare experiences of LGBTQI youth transnationally would be a very valuable tool to act for LGBTQI rights. Storytelling used in 'JESTEM TU' provides a lot of resources which might be used at the later stage for exhibition, panel discussions about situation of youth LGBTQI and other social campaigns.

Conclusions

Group cooperation was one of the most successful aspects of the campaign. Tasks were shared equally so each of the group members worked on specific parts of the campaign. The format and content of the campaign was discussed on a regular basis and all the decisions regarding next steps were made collectively. The choice of Facebook as social media platform for the campaign also turned out to be a good choice, as it enabled contact with individuals and nongovernmental organizations. Photo campaign proved to be a successful method to reach out to LGBTQI community. The campaign could be improved with an outreach to LGBTQI community and organizations prior to the campaign launch in order to receive more feedback. We didn't manage to receive any media attention and that could be also achieved with reaching out to supportive journalists earlier. With more channels of communication the campaign might have gained more popularity, so they could be considered for the future projects. The campaign will be continued on the national level and in case of success, the materials could be translated to English to reach out to wider audiences.

References

Publications:

1. Makuchowska M., Pawłęga M. (eds.), 2012, *Situation of LGBT persons in Poland. 2010 and 2011 report*, Kampania Przeciw Homofobii, Warszawa. Available online: https://www.kph.org.pl/publikacje/Raport_badania_LGBT_EN_net.pdf [accessed 16th October 2017].

2. Świerszcz J. (ed.), 2012, *Lekcja Równości. Postawy i potrzeby kadry szkolnej i młodzieży wobec homofobii w szkole* (Equality Lesson. Approaches and needs of educational faculty and youth towards homophobia at school), Kampania Przeciw Homofobii, Warszawa.

Available online: <http://www.kph.org.pl/publikacje/lekcjarownosci.pdf> [accessed on 12th July 2017].

Websites:

www.queer.pl

www.facebook.com/JESTEMTULGBTQI/

<https://www.youtube.com/>