Awareness
Raising
on human rights,
non-discrimination and
inclusion at local level

WHAT IS AWARENESS RAISING FOR HUMAN RIGHTS, NON-DISCRIMINATION AND INCLUSION AT LOCAL LEVEL?

Local communities still face challenges related to discrimination and gaps in the provision of social services to Roma, youth, persons with disabilities, poor, migrants, refugees, homeless and others living under social risk. At the same time, the local community stakeholders often demonstrate lack of knowledge and understanding about the human rights, non-discrimination and social inclusion of these vulnerable groups. Consequently, there is resistance to social change which makes the efforts and measures of the local authorities insufficient and less effective.

Municipalities as major political strength in the local community and as guardians of the public interest have both opportunity and responsibility to make the local stakeholders more aware of the issue as a critical step in ensuring a prosperous environment for all its citizens based on the "Leave No One Behind" principle.

Awareness raising (AR) efforts that will result in social change, should not be ad-hoc actions, but rather planned long-term activities which will systematically address the issue from various perspectives.

Awareness raising has three aims: firstly, increasing the knowledge of vulnerable groups about their fundamental rights and enabling them to demand those rights self-consciously. Secondly, making society aware about those groups, sensitising them for their situation and reducing stereotypes. Thirdly, creating an understanding of relevant stakeholders about the situation of vulnerable groups, their needs and drawing their attention to the gaps between the needs and social services offered. The strategic approach to raising awareness includes:

R- Research of the specific situation and underlying reasons for discrimination and exclusion of vulnerable groups in the community based on sound data, information gathering and analysis; identifying key stakeholders.

A- Action planning by setting the objectives including the three levels of awareness raising approach targeted at vulnerable groups to recognize and seek their rights, other key stakeholders and targeting the general public; identifying partners, developing key messages, selecting and developing awareness raising tools.

C- Communication principles including importance and types of communication messages, how to develop message aimed at diverse target audience, ways to apply those messages in the communication products. It also includes the importance of proactive cooperation with the media as partners in outreach to the target groups and ways for cooperation with media.

E- Evaluation by using AIDA concept of measuring results and effects from the awareness raising approach.

The approach promotes cross-sector collaboration understanding that change in attitudes and behaviour requires involvement of the whole community including the local institutions, civil society and the business sector in decreasing discrimination against vulnerable groups and providing support and adequate services.

HOW WILL THIS ONLINE COURSE HELP YOU?

The main aim of this course is to strengthen the capacities and knowledge of professionals working within the local government units who are in charge of communication/ public relations, social issues, Roma issues, antidiscrimination to be able to plan and implement awareness-raising activities about the "Leave no one behind" principle that includes promoting rights of vulnerable groups, non-discrimination and social inclusion at local level.

COURSE OBJECTIVES

By the end of the course, you will be able to:

- Understand various forms of discrimination and exclusion of vulnerable groups in their communities and the benefits and responsibilities of the municipalities to address the issue;
- Recognize the key steps the local government units need to apply in identifying and analyzing the particular context and underlying reasons for discrimination of vulnerable groups in their communities and integrate raising awareness approach throughout its work;
- Initiate process of design, planning and implementation of raising awareness activities to promote rights, non-discrimination and social inclusion in their communities.
- Understand importance and shared value of community-based partnerships among the key stakeholders such as governmental institutions, business sector, civil society and final beneficiaries in the process of development and implementation of awareness raising activities on local level in the selected target economies.
- Define key aspects of the effective communication and outreach necessary for impactful awareness raising.

TARGET AUDIENCES

The course is designed for professionals working in the units of local self-government and Local Government Associations who are responsible for social protection and have certain initial knowledge on the topic.

COURSE STRUCTURE

This course is divided in four modules:

- Module 1 - Framework for Awareness-Raising at the Local Level
- Module 2 - Analysis, Stakeholders and Partnerships
- Module 3 - Planning Actions and Communication
- Module 4 - Ensuring Sustainability of Awareness-Raising Activities

Each module will be delivered in the period of one week, therefore, the entire period for the course delivery and completion is one month.

LEARNING METHODS

This course is facilitator-guided and offers online learning methodology and tools including readings, case studies, videos, guided discussions, assignments and quizzes. These interactive tools will enable you to share your views, discuss with others and receive feedback. Vivid forum and online discussions and exchange of ideas and thoughts will encourage you to establish a permanent network of practitioners who work in local governments on social protection.

HOURS OF STUDY

For successful completion of the entire course, you will need to devote 12 hours in total, or 3 hours of learning per module, per week.

EVALUATION OF KNOWLEDGE AND CERTIFICATE FOR COURSE COMPLETION

In order to get certificate for course completion, you should complete all the readings, actively contribute to the discussion forums, responding to the specific assignments, and complete the quizzes. Each of these tasks is scored with maximum of 100 points, while the threshold for successful completion of the course is 70 points.

LANGUAGE

This course is available in English language.

COURSE DELIVERY

The first delivery of the course will happen from 19 April – 16 May 2021 in collaboration with NALAS member Local Government Associations. To express interest for the course, please contact the Local Government Association in your economy or NALAS at info@nalas.eu

THIS COURSE IS PART OF NALAS e-ACADEMY

NALAS e-Academy is an online platform which enables dissemination of relevant regional knowledge to each municipal employee in SEE, in the same time offering opportunity for an interesting, creative, step by step learning. NALAS e-Academy provides a superb knowledge on topic relevant for local government professionals in the areas relevant to their work. Taking advantage of new technologies, the learning experience provided by the NALAS e-academy is affordable, innovative and practitioner focused.

COURSE FACILITATOR

Mrs. Slavica Biljarska Mircheski

Mrs. Biljarska Mircheski has more than 15 years' experience in advocacy, awareness raising campaigns, PR & communication for both CSOs and businesses. She holds an MA in Public Relations and is a PhD candidate in the same topic. Currently, she is a lecturer at both the International Balkan University and Institute for Communication Studies in Skopje.

She has been involved in planning and implementing of numerous public relations activities for different stakeholder, development of communication strategies, nation-wide communication campaigns, social media branding etc.