



SPEAK UP  
AGAINST  
RUMORS

#EveryWomanCounts

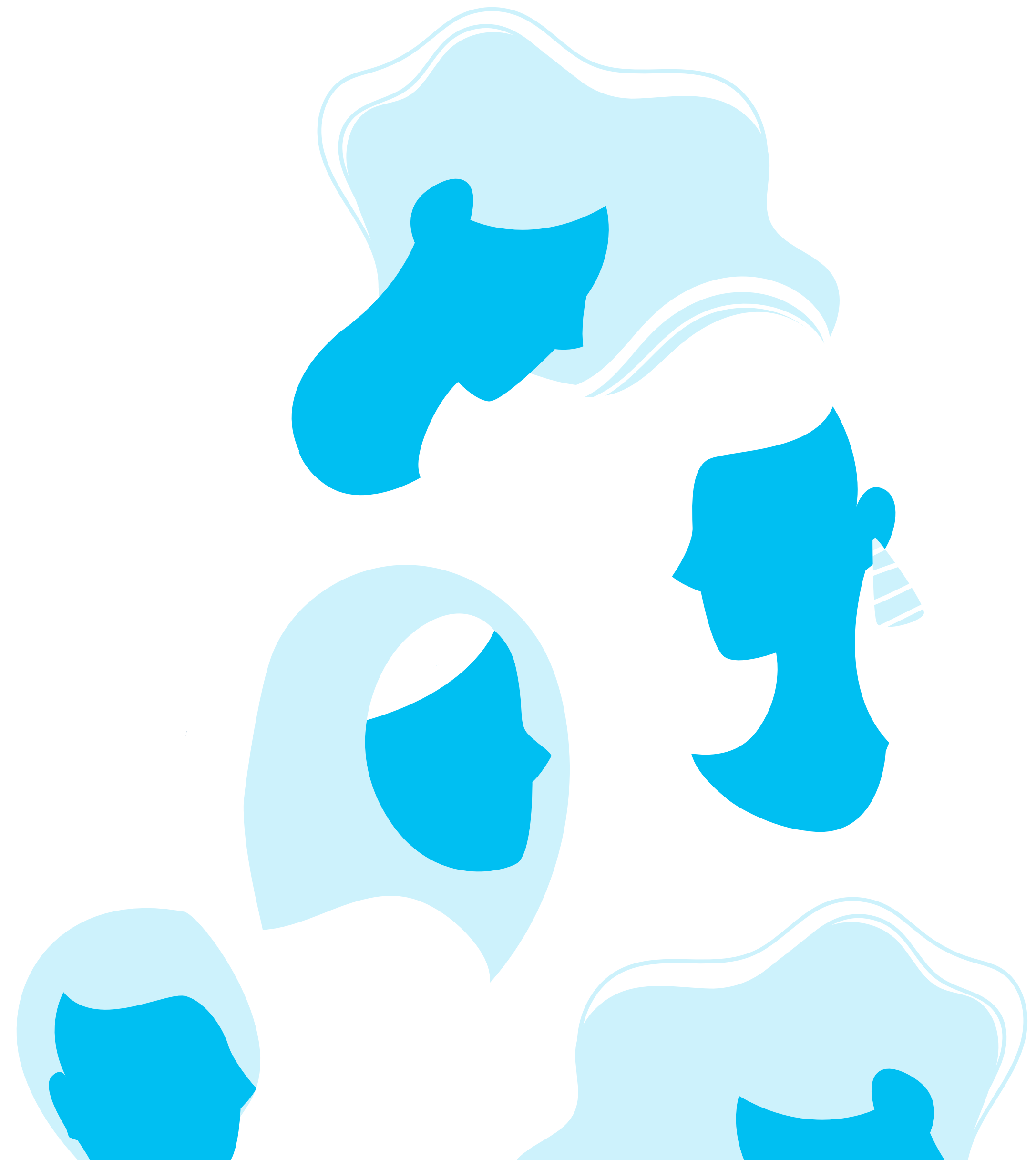
# INTRODUCTION

The **Anti-rumour campaign** was supported by the **OSCE Mission to Skopje** and it was driven by the need to put an end to the stigmatization of women and girls in a society based on stories and beliefs full of unverified information, doubts and lies.



A rumour is a specific proposition for belief, passed along from person to person, usually by word of mouth, without secure standards of evidence being present.

The implication in any rumour is always that some truth is being communicated. They are pieces of information or a story that has not been verified. But despite that, they spread among people and affect those to whom they are intended.



The campaign aimed to raise awareness of the harmful impact of spreading “rumours” that lead to gender stereotypes and prejudices against rural women and girls, Roma women, youth, women with disabilities, women wearing religious insignia and migrant women/refugees.



**I**n order to reach an end to the stigmatization of women and girls, the Anti-rumour campaign focuses on three specific objectives:



To empower a wide range of women and girls by building a cooperative multi-level social platform within the framework of the Anti-rumour campaign



To raise awareness of the negative effects of stereotypes, prejudices, and false rumours by implementing innovative and participative actions to reduce them, and challenging the negative narratives around gender



To influence the social agenda so that reducing prejudices and preventing discrimination is recognized as a crucial goal for society as a whole



# THE ANTI-RUMOUR APPROACH

The Anti-rumour approach was designed to act “virally” growing and spreading-rather like a rumour to as many people and activists in the social, economic, academic, and cultural life of our society having the ability to spread and to involve many different individuals. As women and girls are not a homogenous group, the campaign focused on six sub-groups, where prejudice on the grounds of sex and gender intersect with

ethnicity, disabilities, religion and belief, age, residency/social status, and refugee/migrant status. The Campaign implemented different activities nation-wide, encompassing different communication channels: social and digital media, events and public debates, in order to reach out to stakeholders and educate direct participants about this negative social phenomenon.

Since the World Health Organization declared the coronavirus (Covid-19) a global pandemic, a lot of things suddenly changed, starting from the way people live and the way people work. The OSCE Mission to Skopje continued to support the Anti-Rumour Campaign with its second phase (starting April 2020) while remaining the same

purpose. Going back to 2019 where the focus on the campaign was driven mainly by the offline interventions, interactions, and engagements, 2020 affected by Covid-19, the campaign redesign some operations and focused more on social media.

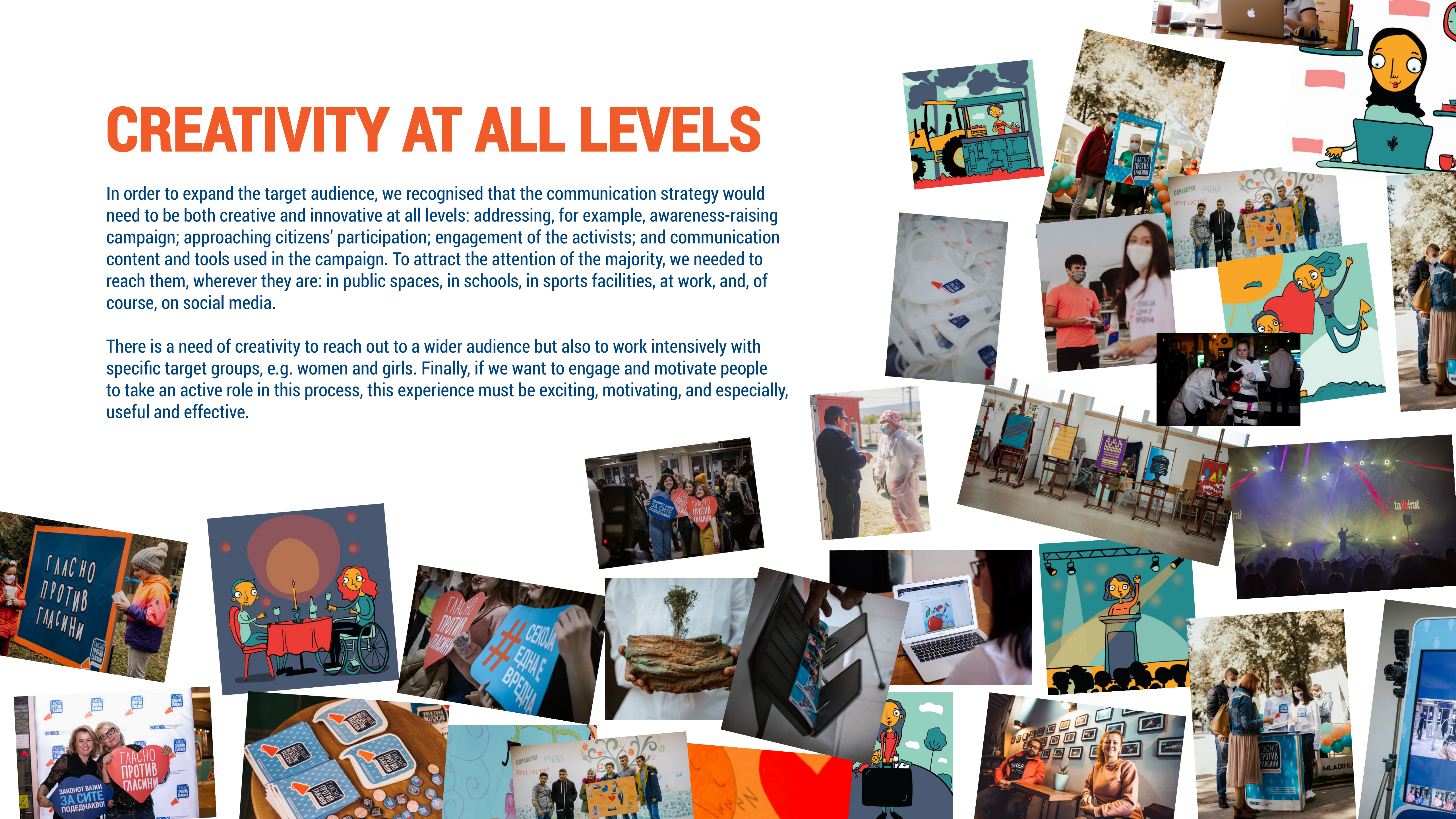




# CREATIVITY AT ALL LEVELS

In order to expand the target audience, we recognised that the communication strategy would need to be both creative and innovative at all levels: addressing, for example, awareness-raising campaign; approaching citizens' participation; engagement of the activists; and communication content and tools used in the campaign. To attract the attention of the majority, we needed to reach them, wherever they are: in public spaces, in schools, in sports facilities, at work, and, of course, on social media.

There is a need of creativity to reach out to a wider audience but also to work intensively with specific target groups, e.g. women and girls. Finally, if we want to engage and motivate people to take an active role in this process, this experience must be exciting, motivating, and especially, useful and effective.





# Logo, slogan, brochure, leaflet, branded t-shirts, tote bags, badges

Building an inspiring identity is very important, and creative logos and slogans play an important role, “sticking” the message in people’s minds and having a greater impact.

To exhibit understanding of ethnic sensitivity and in order to reach the audience with the most direct approach, we developed all the campaign materials in multiple languages, such as Macedonian and Albanian, while most of the materials were also available in Roma and English language.









# Offline

With offline activities, we managed to spread the message in the most creative way among the general public. On this journey we met women who face rumours about themselves, but also with those who were not directly affected from that particular rumour. Through different kinds of creative mechanisms, we encouraged them to

share their opinion about stereotypes and prejudice, and take part in the battle against gender discrimination. On this way, we were constantly present among the citizens through panel discussions, exhibitions and other creative mechanisms to introduce them with the problem and encourage positive change.





## The start of the campaign

The start of the campaign was marked with a **kick-off event** held in Cinema Frosina in Skopje. The **kick-off event** included screening of 4 campaign videos based on inspiring stories of four women, who, in their private and professional lives, have repeatedly faced and tackled gender-based rumours.

# KICK-OFF EVENT





## The campaign's protagonists

The campaign's protagonists are **Ms. Martina Dimoska, Ms. Gezime Fejzi, Ms. Iskra Doneva** and **Ms. Fatma Bajram Azemovska**. Through their personal stories, the campaign sends a message against the rumours and stereotypes that they, and many other women have experienced.

## The video promotion

The video promotion was followed by a panel discussion between video protagonists, **Ms. Ana Jovkovska** and **Mr. Vasko Popetrevski**, both journalists and the moderator **Ms. Ana Vasileva** – interpreter and activist for women rights. The panel discussion was also interpreted by **Ms. Marija Bashevka** – sign language interpreter. At the end of the event, all the guests took a picture together with props with campaign messages. After the official programme, a mini cocktail party was organized in the cinema's lobby with music played by a female **Dj - Ms. Ivana Dragshikj**.



**KICK-OFF  
EVENT**



## Screen projection

The kick-off event was followed by a screen projection as part of the 40. International Cinematographers' Film Festival Manaki Brothers in Bitola. A documentary movie was chosen from the festival program – “Female Pleasure” that embarks on a journey to discover the remaining obstacles that stand in the way of female sexuality in the 21st century. The screening was opened with a speech from the director of the Festival – Ms. Gena Teodosievska in which she gave her support for the campaign and a short brief about the campaign and its activities.



## Panel discussion

The next grass-root event took place in the main hall of the Municipality of Staro Nagoricane, a rural area around Kumanovo. Ms. Ivana Atkins – TV presenter from a local TV station in Kumanovo moderated the event and three guests were part of the panel discussion: Ms. Zhaklina Jovanovska - Mayor of Staro Nagoricane, Ms. Vangelina Parmachka – member of The National Federation of Farmers from Budinarci (Berovo) and an entrepreneur and Ms. Tanja Jovanovska – member of Staro Nagoricane Municipality council and part of the Gender Equality Commission. The panel discussion covered rumours and anti-rumours followed by real life examples from the rural women who participated as representatives of the rural community.



## Anti-rumour caffe

Anti-rumour caffe was held in a popular bar in Veles (Strada Caffe) with a main subject – Speak up against the rumours about Roma women. The event was moderated by Ms. Ana Golejshka – social activist from Skopje, part of the #retvitniobrok initiative. Two additional guests participated in this event as campaign “ambassadors”: Ms. Djuljeta Memedova – Officer for Minority Relations in the Municipality of Delchevo and Ms. Sibel Bajram – English professor with the Volunteerism award by the Ministry of Labour and Social Policy. The participants and guests got cards with rumours and anti-rumours about Roma women and a set of emoji stickers for the activity where they showed how the particular rumour or anti-rumour made them feel. At the end, the cards with stickers were placed on a board with X (symbol of wrong) and shape of a heart (symbol of positive and critical thinking).



## Rumour exchange shop

Rumour exchange shop was an interactive discussion for rumours and anti-rumours against young women, held in Strumica – “Jane Sandanski” High School. Schools represent a critical space when it comes to generating or reducing stereotypes and prejudices. They have the potential to trigger change in social norms and promote certain values and attitudes.

Therefore, we challenge the young students divided in groups to debunk the specific rumours through discussion and determine the counter narratives. The discussion was led by: Ms. Stefani Spirovska – President of Youth Educational Forum and Ms. Katerina Panov Kozharov - English teacher in “Jane Sandanski” High School in Strumica.



## Living library

We organized Living library event which took place at the Faculty of Tourism and Hospitality in Ohrid. The moderator, Ms. Ana Golejshka Djikova opened the event with short welcome speech and introduction of the campaign and campaign ambassadors – Ms. Iskra Doneva, poetess and one of the campaign video protagonists and Ms. Snezana Gradosorlieva, from NGO Mobilnost – Ohrid. At the beginning, the guests enjoyed the projection of the 4 campaign videos – the inspirational stories of 4 successful women. The projection of videos was followed by panel discussion in which the ambassadors and participants exchange their personal stories and examples for rumours about women with disabilities. To trigger the discussion further, the participants were asked to see the sticker at the back of their chair (placed there before the start of the event). These stickers, when removed, revealed the anti-rumour on the back, stating the opposite of the rumour about the women with disabilities. Each guest then read out loud the rumour and anti-rumour he/she got, and initiate the discussion. At the end, the participants were invited to take picture with a branded photo-frame.



## A Theater of the oppressed

A theater of the oppressed was created by the cultural organization Dunek which took place at Pink Floyd Rock Bar – Gostivar. The actors of the performance were high school students who are part of the drama studio Dunek.

The show included different forms of performance: dance, poetry, acting and light play. The acting team presented the types and levels of stigmatization of women since the very beginning – her birth, through her development and becoming of a woman who is modeled by society according rumours which are spread about women, as well as, the moment of release from the constraints of rumours and prejudices as a moment of personal and social triumph over stereotypes and prejudices.



## Creative workshop & art exhibition

A creative workshop & art exhibition was organized with the students from the Academy of Arts at the Goce Delchev University in Shtip. This event included two parts: 1st part was the creative workshop – few creative sessions between the participating students and Ms. Jana Jakimovska – art professor & 2nd part – the Exhibition of Creative Works. Afterwards, the present guests were invited to explore and enjoy the Art Exhibition of posters created on subject Speak up against rumours, prepared by the Art class students.



## Learning by doing

Tackling rumours about Roma women, we organized a Learning by doing event that was held in Bitola, at the primary school “Gjorgji Sugarev”, dominantly attended by Roma students. The event took place at the school performance hall. After the introduction made by Ms. Natasa Todorovska – Moderator, the guests were welcomed by the Mayor of Bitola – Ms. Natasha Petrovska. After the Mayor’s speech, the moderator continued with short explanation of a campaign inviting Ms. Fatma Bajram Azemovska to present her personal real-life example about rumours affecting Roma women. There was an interactive discussion for rumours and anti-rumours about young and Roma women where the participants were divided in groups and each group got a specific rumour and anti-rumour to discuss about. After the discussion, each group was given one large piece of paper (cardboard), so the whole group together ‘designed’ poster with provided materials (color crayons, colorful paper sheets, scissors, glue, pens, pencils) At the end, each cardboard was presented by one student of each group to all the participants and conclusions were made.



## Frequent events

In order to raise the awareness of the campaign, we were present at high frequent events attended by diverse audience: "The Day of the Civic organizations 2020", Taksirat Festival 2019 as well as, the Pin Music Conference and Showcase 2019. All the fans were given a chance to take a picture at the branded photo booth with props carrying the campaign messages, and at the same to support the campaign and speak up against rumours that reinforce stereotypes and prejudices about women and girls in our society.



## Frequent events

The promo campaign team was also present at the Firstborn girl, D Festival and friends, and Shtip City Square. The campaign had a dedicated campaign corner with branded mirror placed where the pass-byers were able to take photos with the mirror, while at the same time rising awareness of the campaign. To adapt to pandemic situation, the promo team was giving away protective face masks with campaign logo to all attendees.



## Visit of a women football club

By visiting the women football club Ljuboten from Tetovo we took the opportunity to challenge the stereotypes that football is a mens' sport. The promo campaign team visited the women FC Ljuboten while on training and had discussion with the girls regarding their opinion about the rumours. As a small token of appreciation, the promo campaign team gave away protective face masks and branded dry-fit shirts to all the girls from the club.



## Treasure hunt

One of the most creative and unique mechanisms was organized at Sredno Vodno as a challenge for the youngest and for their parents – a Treasure hunt for the letters of the campaign slogan Speak up against rumours (Гласно против гласини). The letters were set to hang or hidden in the woods, and for each letter found and placed on the board, the children received branded gift – thermos cup. The promo campaign team was also giving away rumour vs. anti-rumour cards in order to raise awareness for the campaign, as well as free branded protective face masks.



# Online

The campaign used Social Media as the major channel to spread the Anti Rumour Campaign by creating attractive communication content. The main goal was to expose rumors that develop and reinforce negative stereotypes and prejudices against women.

**The online activities were under the HASHTAG**

**#СекојаЕднаЕВредна**  
**#EveryWomanCounts**  
**#SecilaEshtëEVlefshme**

During the Covid-19 pandemic the online activities were more dominant and continually managed to implement various online interventions in order to reach out to target audience. The result was extraordinary - rising of 71%-page followers and 72%-page likes.

„Иако како општество доцнине, сепак се стремиме кон создавање услови за целосно вклучување на жените со попреченост во образовниот процес.“

Сашко Коцев  
актер



**#СекојаЕднаЕВредна!**



The online start of the campaign was marked with the launch of the Facebook fan page 'Гласно против гласини'

[www.facebook.com/GlasnoProtivGlasini](http://www.facebook.com/GlasnoProtivGlasini)

From the start of the campaign, different online intervention were taken and communicated on the campaign page including:

- humans stories videos
- pic badge activity
- campaign explanation banners and gifs
- #ARumourAboutMe cards
- quote cards from campaign protagonists
- women superpower banners
- banners for celebration of relevant international days
- storytelling of positive examples – “When I grow up, I want to be...”
- quotes cards from grass-root events
- banners to Honor Women Heroes during covid-19 pandemics
- Stay Home banners
- rumour vs. anti-rumour cards
- comics
- One day with... photo stories
- 10 question videos
- collaboration with O2 MR Coffee Bar
- Thank You video to all participants
- video message from the HoM – closing of the campaign

The screenshot displays the Facebook interface for the 'Гласно против гласини' page. At the top, there are login fields for 'Email or Phone' and 'Password', along with a 'Log In' button and a 'Forgot account?' link. The page header features the Facebook logo and the page name 'Гласно против гласини' with its profile picture. Below the header, there are two featured images with text overlays. The first image shows a woman in a pink hijab with the text: 'Гласините не влијаа на мојот избор на кариера. Thashethemet nuk ndikuan në zgjedhjen time të karrierës.' The second image shows a woman with the text: 'Едноставно не постојат „машки професији“ или „машки работи“. Thjesht nuk ekzistojnë "profesione meshkujsh" ose "punë meshkujsh."'. Below these images is a navigation bar with 'Like', 'Share', 'Suggest Edits', and 'Send Message' buttons. The main content area shows a post from 'Гласно против гласини' dated December 23, 2020. The post text reads: 'Кампањата „Гласно против гласини“ дојде до самиот крај. Но всушност, ова е само почеток на една долга битка која ќе трае до остварувањето на правата на сите жени. Упатуваме искрена благодарност до сите учесници, со силна порака: Продолжете да бидете гласни против гласини зашто #СекојаЕднаЕВредна! Fushata "Fortë kundër thashethemeve" erdhi në fund. Por në fakt, ky është vetëm fillimi i një beteje të gjatë që do të zgjasë deri në realizimin e të drejtave të të gjitha grave. Shprehim mirënjohjen tonë të sinqertë për të gjithë pjesëmarrësit, me një mesazh të fortë: Vazhdoni të qëndroni fortë kundër thashethemeve sepse #SecilaËshtëEVlefshme'. Below the text is a photo of a woman at a table with a sign that says 'ГЛАСНО ПРОТИВ ГЛАСИНИ' and '#СекојаЕднаЕВредна'. The right sidebar contains a 'Cause' section with a banner and the text: 'Гласно против гласини Кампањата „Гласно против гласини“ е поттикната од потребата да се стави крај на стигматизацијата на ... See More'. Below that is a 'Community' section showing '10,756 people like this' and '11,058 people follow this'. At the bottom, there is a 'Page Transparency' section with 'See More'.



# Human stories videos

The online strategy featured six main campaign videos about stereotypes and prejudices for six categories of women: Rural women and girls, Roma women, youth, women with disabilities, women wearing religious insignia and migrants women/refugees. These videos were well received by the general public and provoked much discussion and positive reactions.

[Links to the videos:](#)

**Ms. Martina Dimoska, engineer and innovator**

**Ms. Gezime Fejzi, entrepreneur**

**Ms. Fatma Bajram Azemovska, librarian**

**Ms. Iskra Doneva, poetess**

**Ms. Meral Musli Tajroska, psychologist/ expert on violent extremism and radicalism**

**Ms. Stefanija Dimeska, sports aviation pilot**



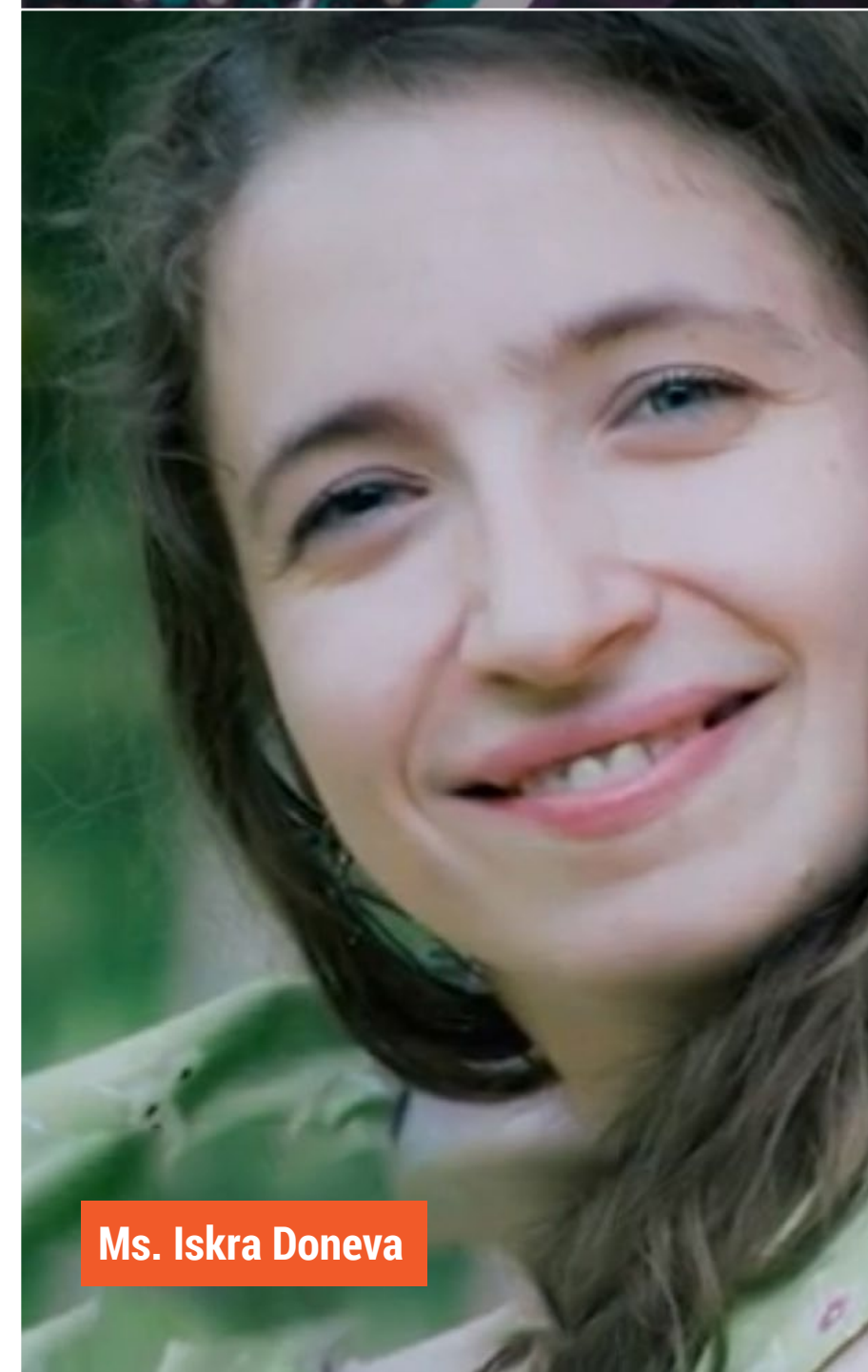
Ms. Gezime Fejzi



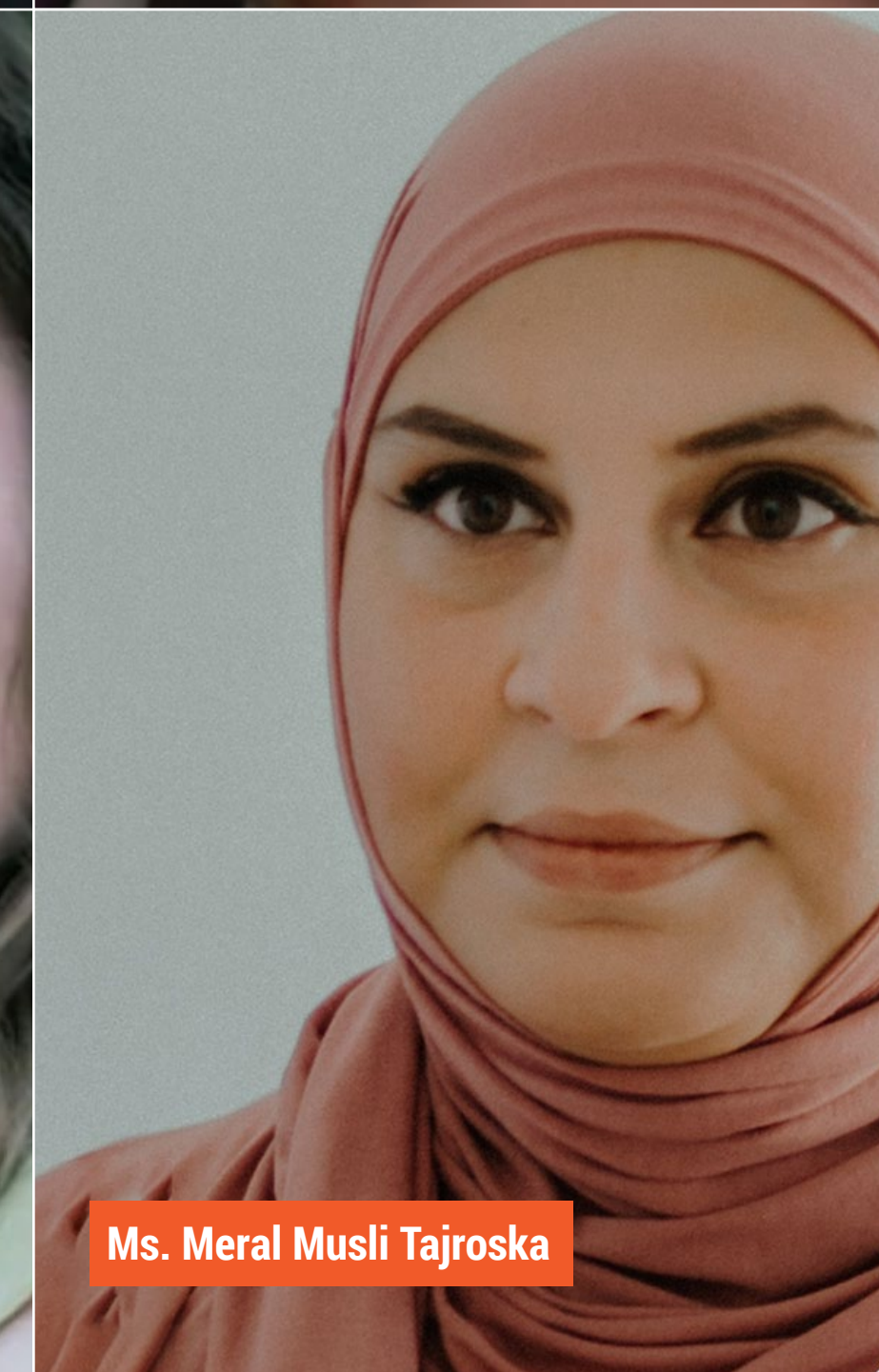
Ms. Martina Dimoska



Ms. Fatma Bajram Azemovska



Ms. Iskra Doneva



Ms. Meral Musli Tajroska



Ms. Stefanija Dimeska



# When I grow up, I want to be...

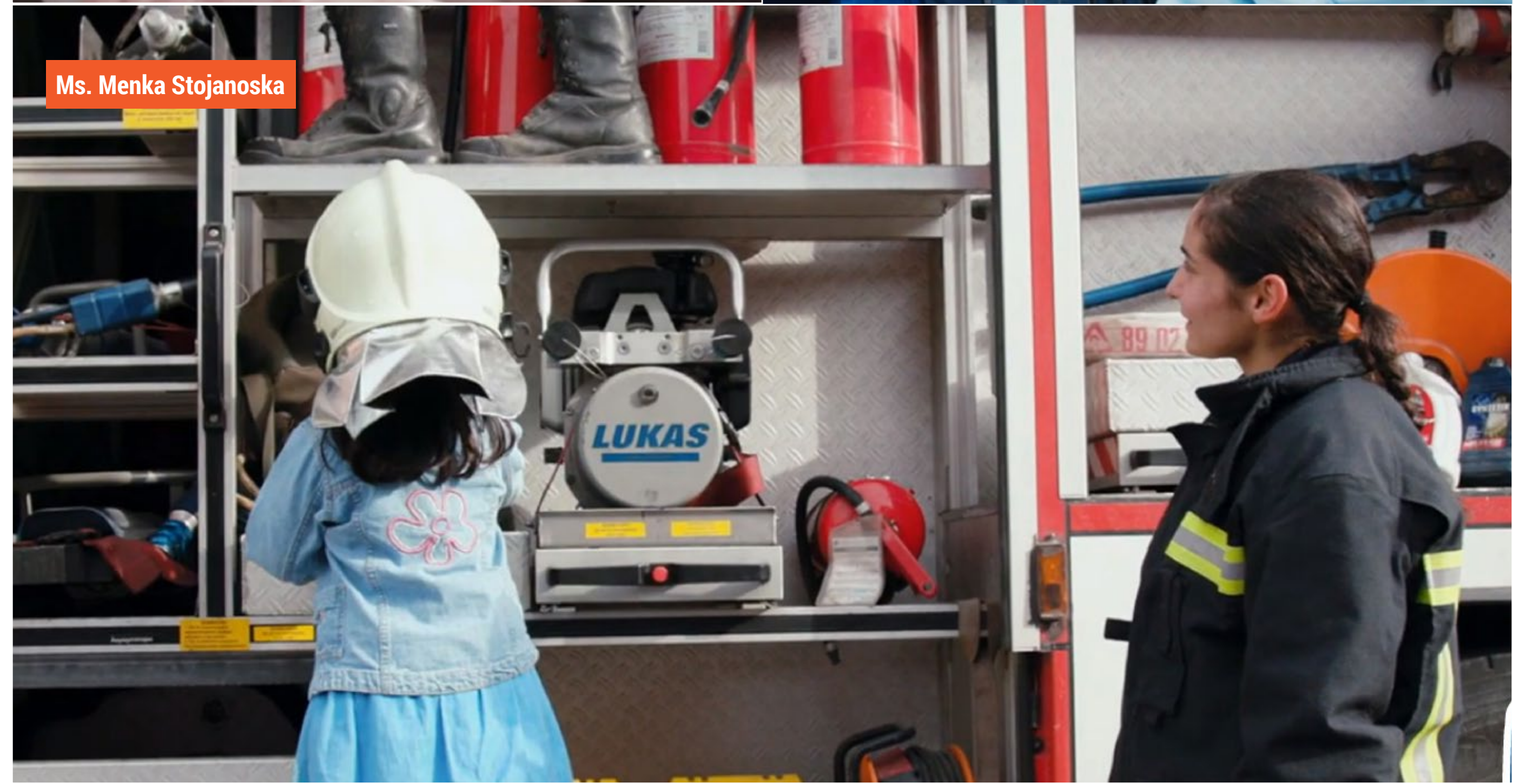
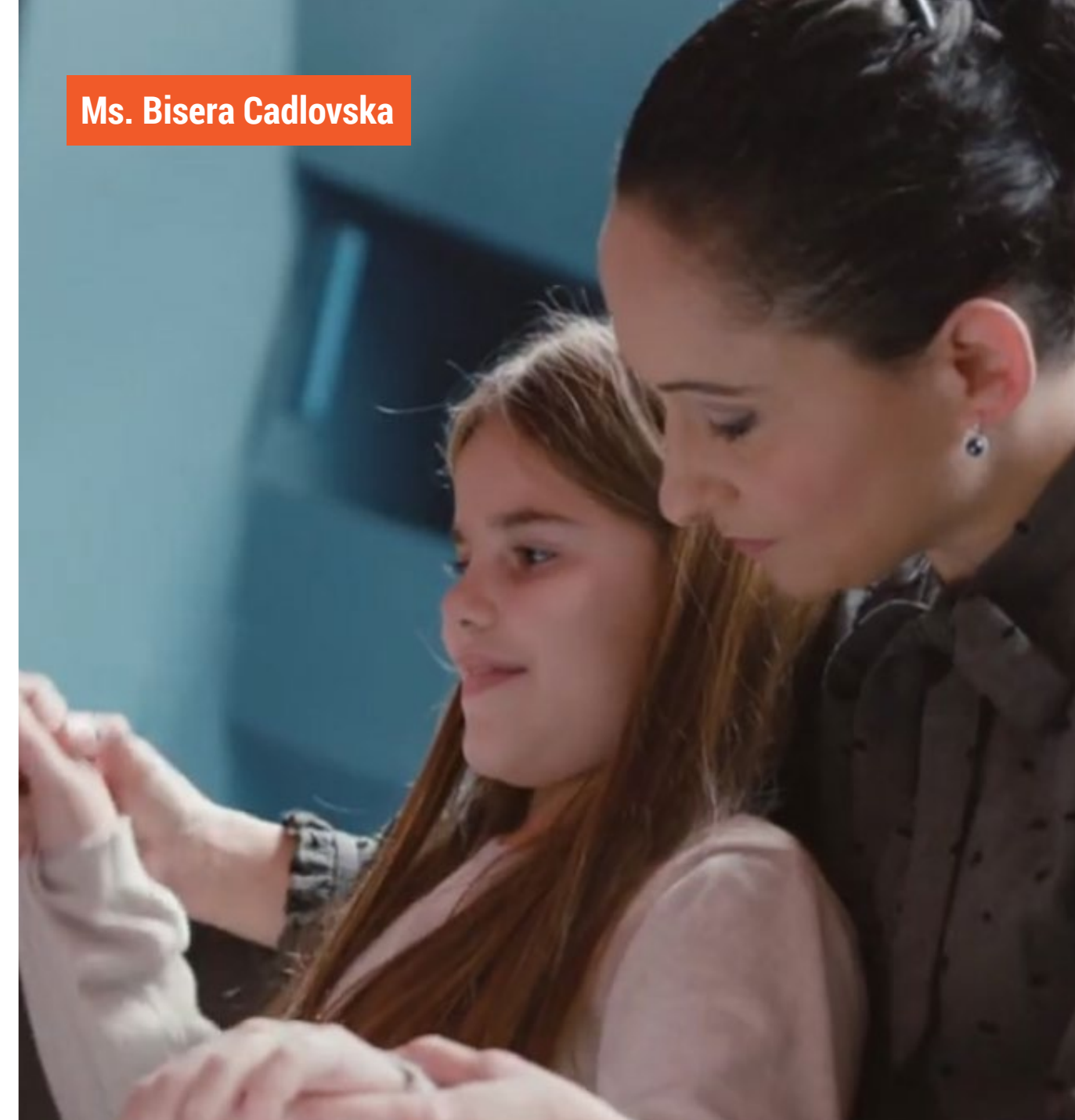
During the campaign, 3 videos were produced on the topic: When I grow up, I want to be... These videos presented women with atypical professions who encourage young girls and boys to fight against stereotypes and prejudices in “male professions” by personal example.

[Links to the videos:](#)

**Ms. Marija Cvetkovska, bus driver**

**Ms. Menka Stojanoska, firefighter**

**Ms. Bisera Cadlovska, conductor**





# 10 Question videos

During the campaign, 6 videos were produced on the topic: 10 Question videos with campaign protagonists. Carefully selected influencers in our society were answering questions focusing on some of the most common stereotypes and prejudices about women in our society in order to get perception on how the audience reacts on rumours against women.

[Links to the videos:](#)

**Ms. Viktorija Loba, singer**

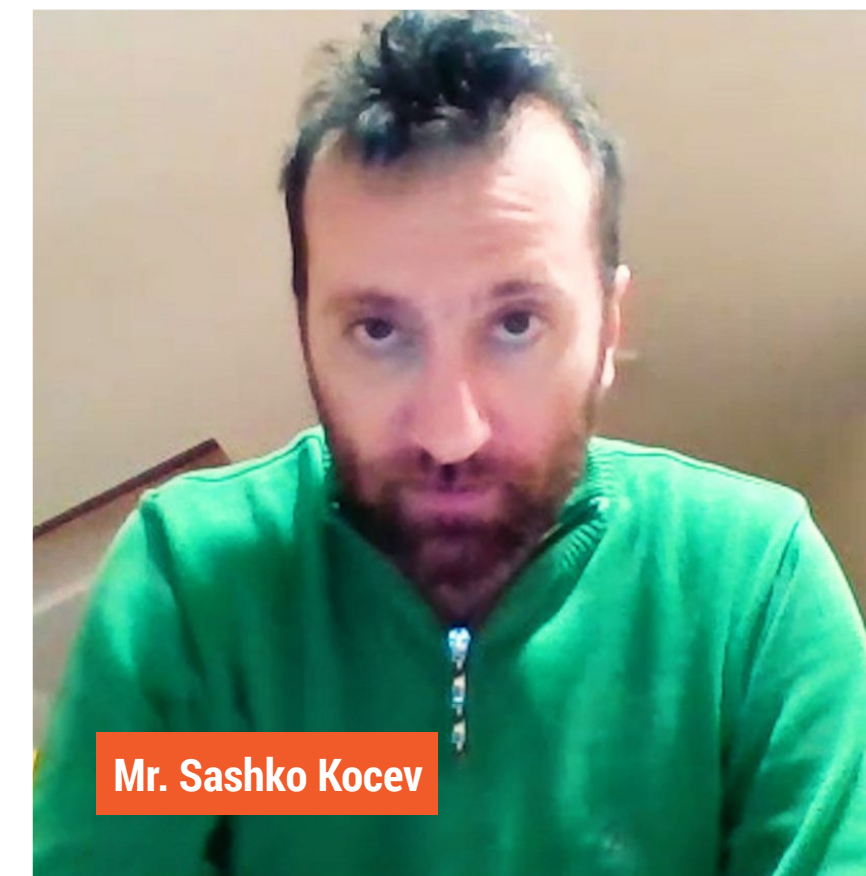
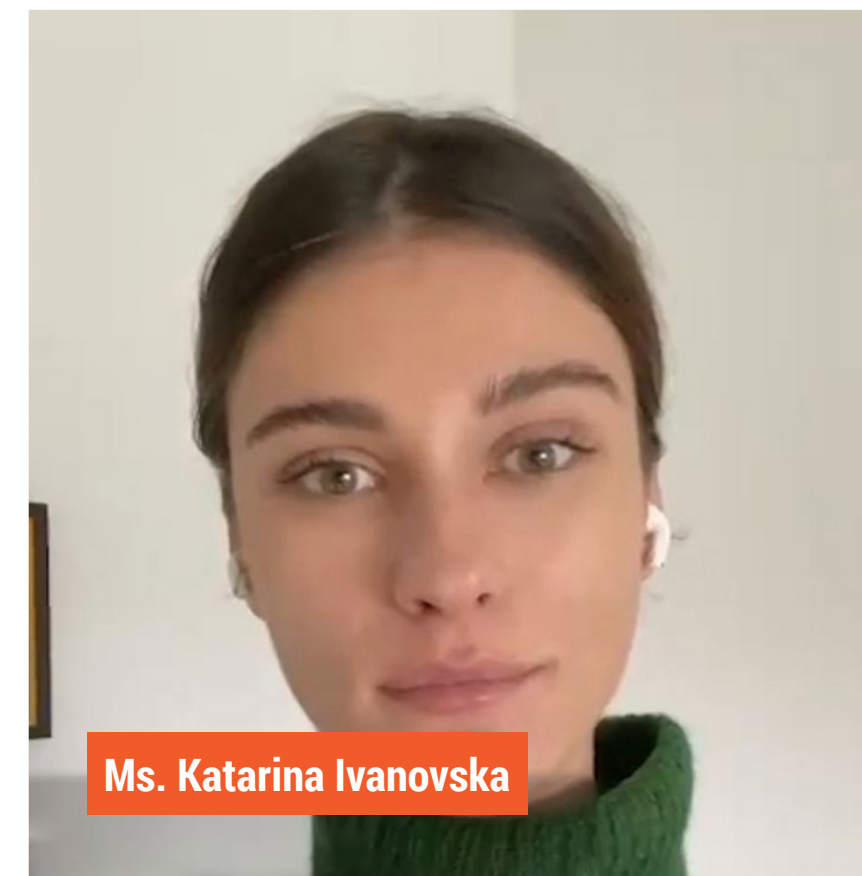
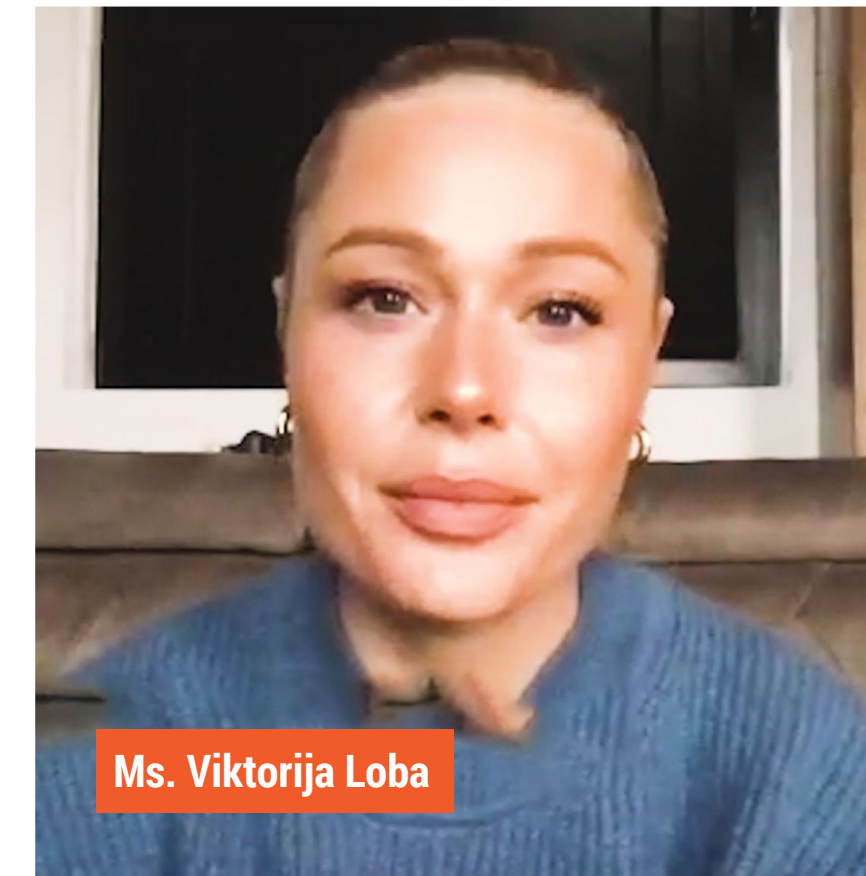
**Mr. Djijan Emin, conductor**

**Ms. Anita Latifi, activist for human rights**

**Ms. Katarina Ivanovska, model**

**Mr. Sashko Kocev, actor**

**Ms. Tamara Kotevska, director**





# #StayHome & #HonorWomeHeroes banners

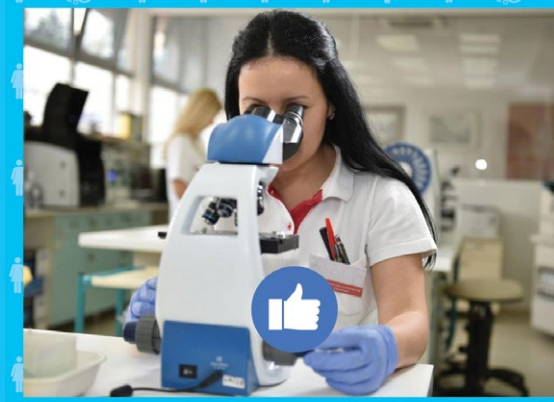
The start of the second phase of the anti-rumour campaign was at the beginning of the Covid-19 situation in the country and worldwide. We needed to adapt the content at the situation, so we created special designed banners with the message for staying home and then continued with designed banners to honor the women who were in the frontline battle with the pandemic, women who are heroes and helpers, who put their lives on line to help others during Covid-19. This content received very positive feedback from the general audience.

## #StayHome...

- ...For all the policewomen
- ...For all the women in the army
- ...For all women journalists
- ...For all nurses and female doctors
- ...For all female doctors in the markets
- ...For all women laboratory technicians and biochemists
- ...For all women pharmacists



ГЛАСНО ПРОТИВ ГЛАСНИ



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ГЛАСНО ПРОТИВ ГЛАСНИ



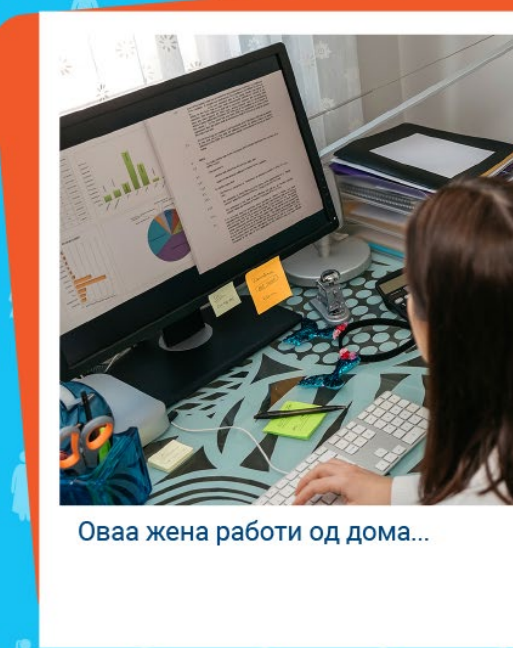
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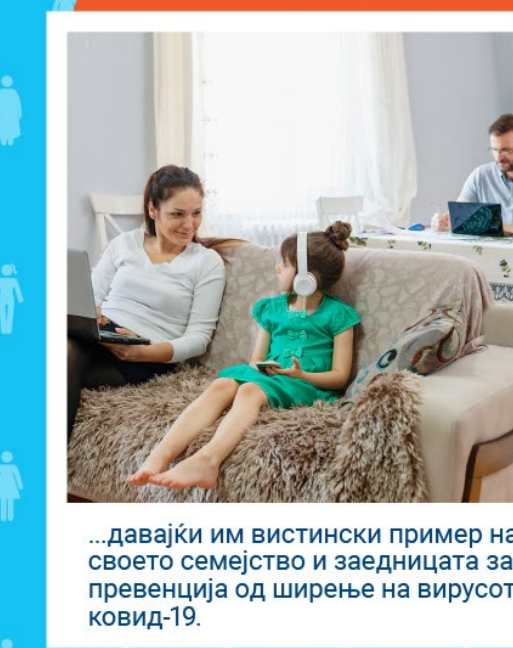
ГЛАСНО ПРОТИВ ГЛАСНИ



ГЛАСНО ПРОТИВ ГЛАСНИ



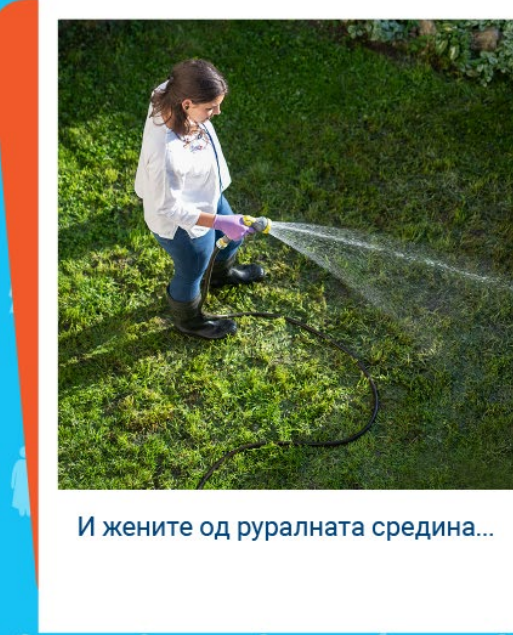
Оваа жена работи од дома...



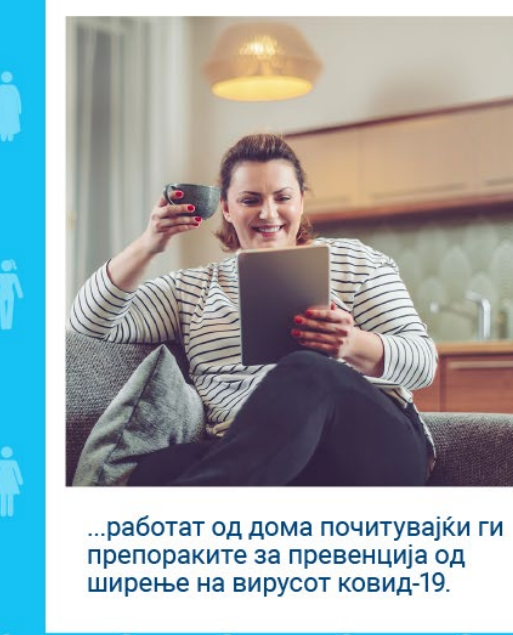
...давајќи им вистински пример на своето семејство и заедницата за превенција од ширење на вирусот ковид-19.

ОБСЕ Организација за безбедност и соработка во Европа Мисија во Скопје

#СекојаЕднаЕВредна



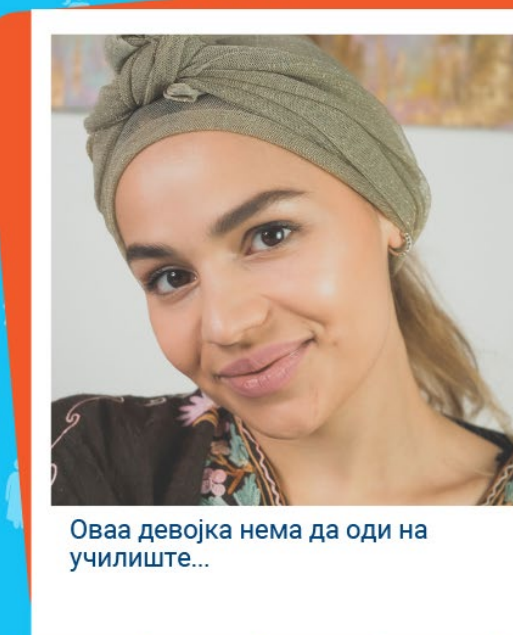
И жените од руралната средина...



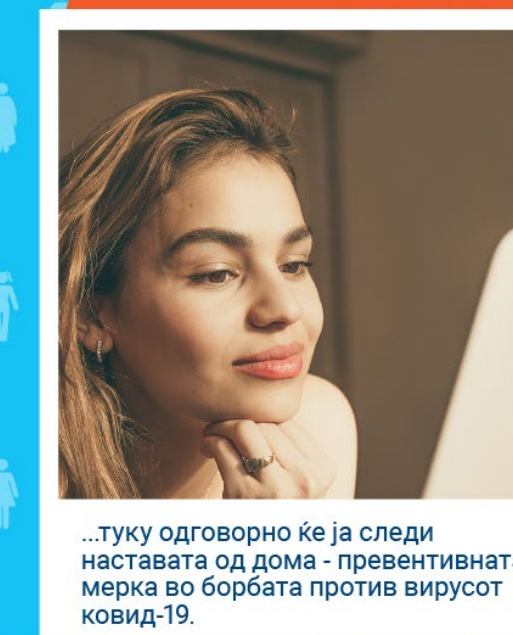
...работат од дома почитувајќи ги препораките за превенција од ширење на вирусот ковид-19.

ОБСЕ Организација за безбедност и соработка во Европа Мисија во Скопје

#СекојаЕднаЕВредна



Оваа девојка нема да оди на училиште...



...туку одговорно ќе ја следи наставата од дома - превентивната мерка во борбата против вирусот ковид-19.

ОБСЕ Организација за безбедност и соработка во Европа Мисија во Скопје

#СекојаЕднаЕВредна



# Art activism

The young and talented illustrator **Ms. Kristina Karapeoska** from Tetovo made a great series of illustrations, and through her artistic expression, she showed her vision of the presence of rumours for different subgroups of women and girls in our society, at the same time speaking up against rumours.



Кампања против гласини што ги дискриминираат жените

#СекојаЕднаЕВредна





# One day in the life of a woman

We chose representatives of different groups and we made stories narrated through an album of photos portraying one day in the life of a woman, in a relaxed, everyday ambient, doing their everyday routines while at the same time facing everyday challenges and obstacles.

- Ms. Lenche Zdravkin
- Ms. Vaska Mojsoska
- Ms. Bijana Crvenkovska
- Ms. Sandra Tomovska
- Ms. Ljuljeta Ademi
- Ms. Lindita Bilal Abdulahu
- Ms. Meral Musli Tajroska
- Ms. Irena Popovska
- Ms. Alenka Hasan
- Ms. Radmila Peric

Despite all the rumours against women of different groups originating from the society, with this articles, selected women, debunked the rumours and showed the opposite with their successful stories.





# Collaboration with 02 MR coffee bar

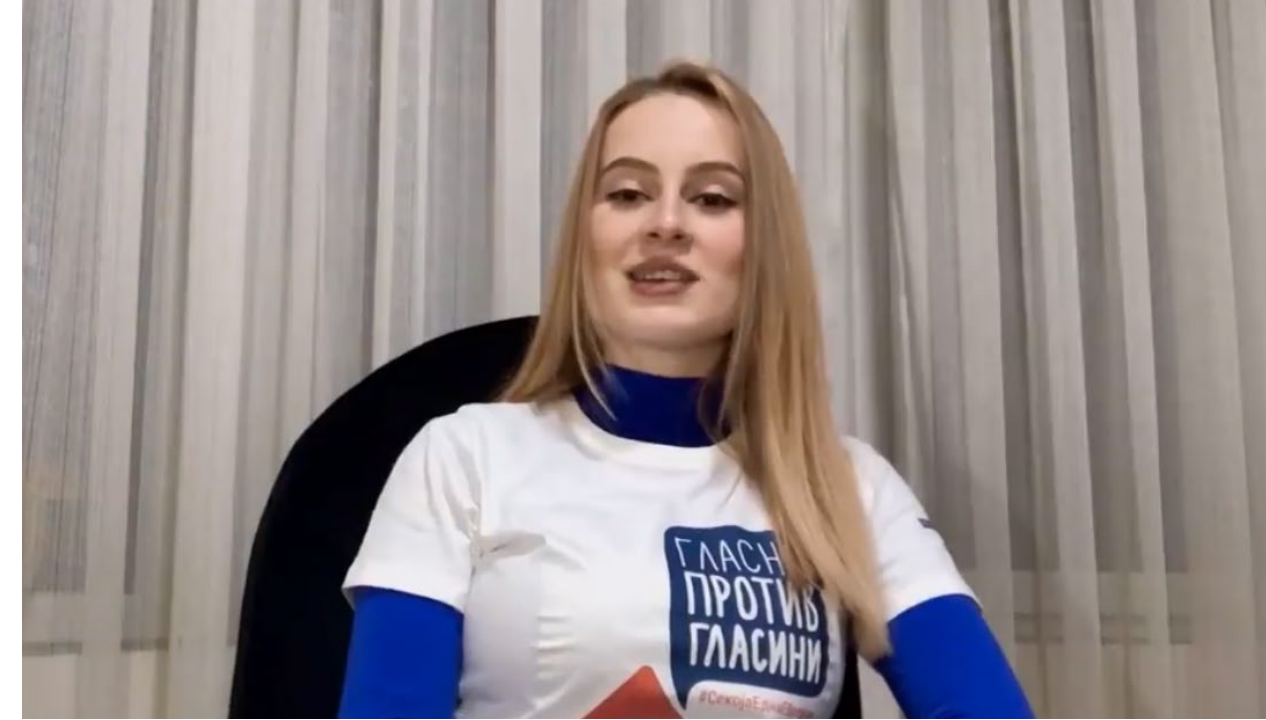
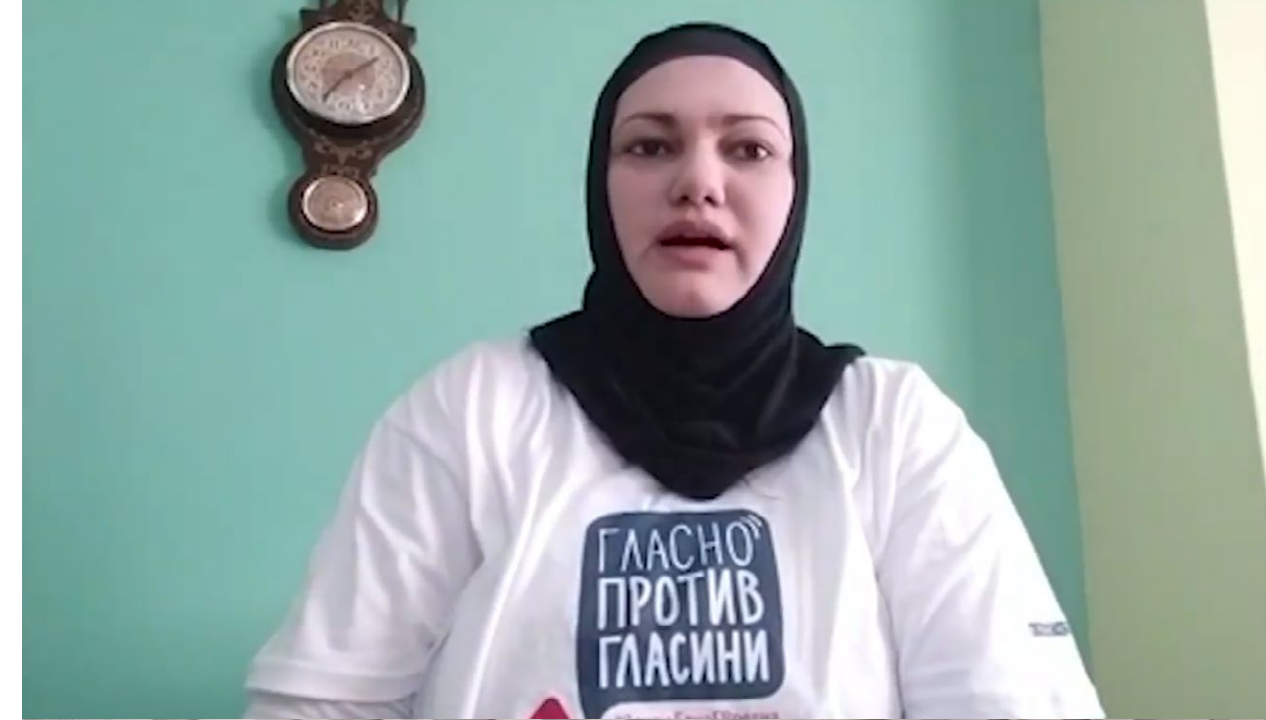
A collaboration with 02 MR Coffee Bar represented by woman with hearing and speech impairment, young entrepreneur – owner of the first bar with a sign language menu. After the presentation of the successful story of Ms. Radmila Peric, we shot a video where she says the slogan of the campaign in a sign language and announced the creative engagement mechanism in which we invited the campaign page fans to get free coffee in 02 MR Coffee Bar, using the hashtag of the campaign in sign language as a gift voucher.





# Thank you video to all participants and video message from the OSCE Head of Mission, Clemens Koja-closing of the campaign

As a closure of the campaign, we create two videos. The first one engaged all the brave campaign participants to complete this wonderful experience and with this video we handed over the campaign to them so they can continue the fight against rumours which remains joint obligation. The second video was the final addressing of the Head of OSCE Mission to Skopje who thanked all the anti-rumour agents who, through their engagement in this fight against rumours, planted the seed of change towards realization of all women rights and achieving society free from prejudices and discrimination because #EveryWomanCounts!





# PR PLACEMENTS

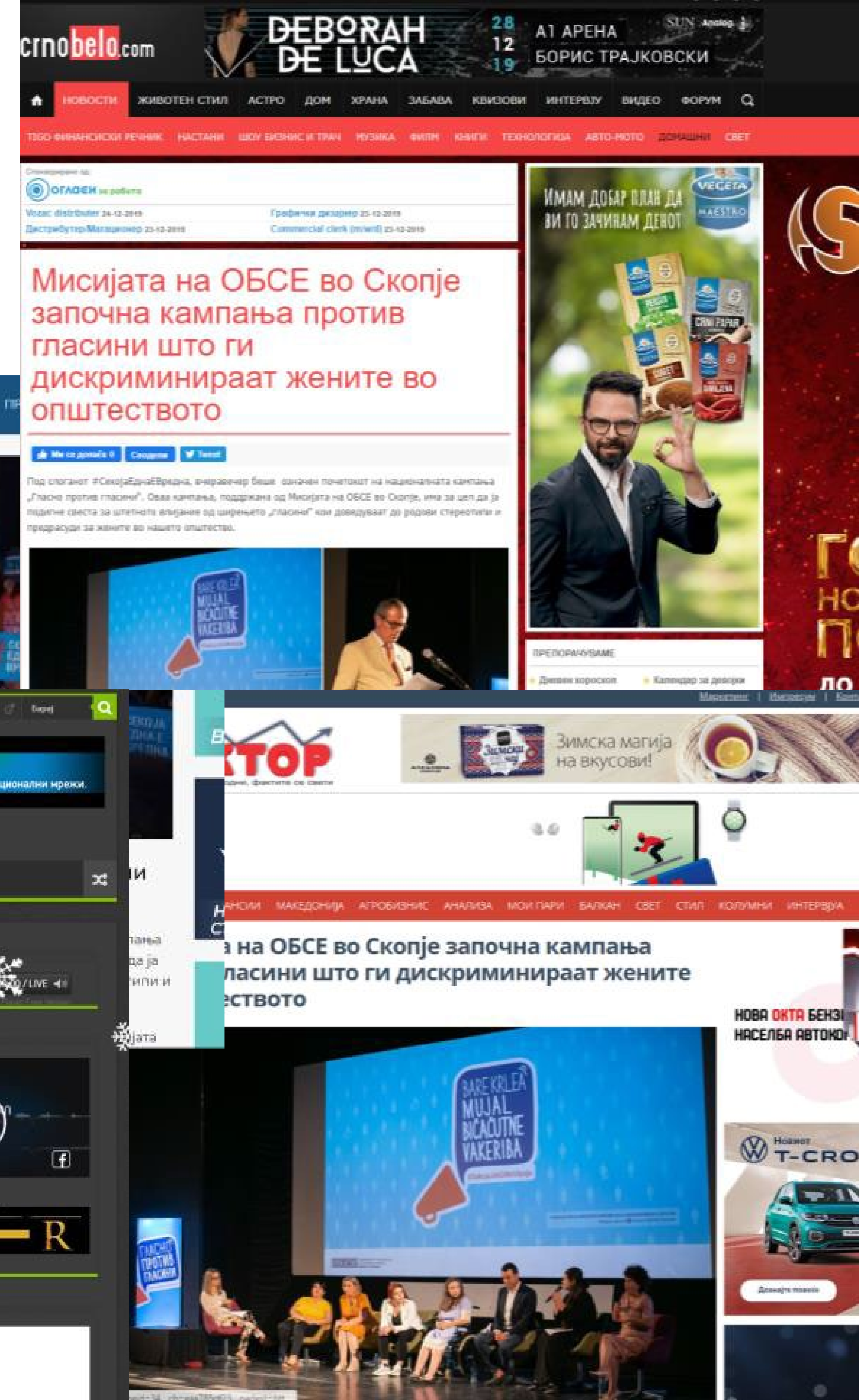
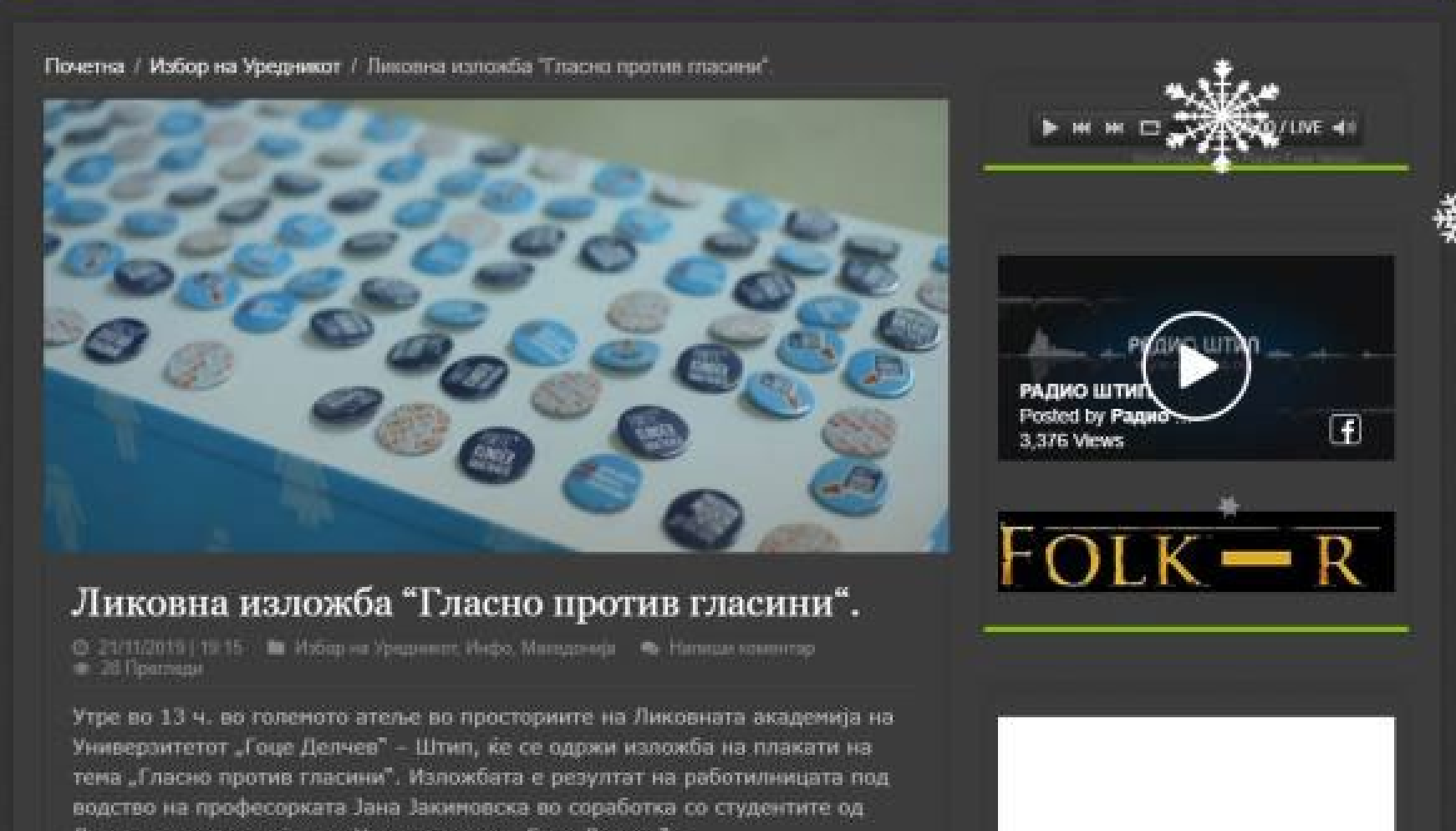
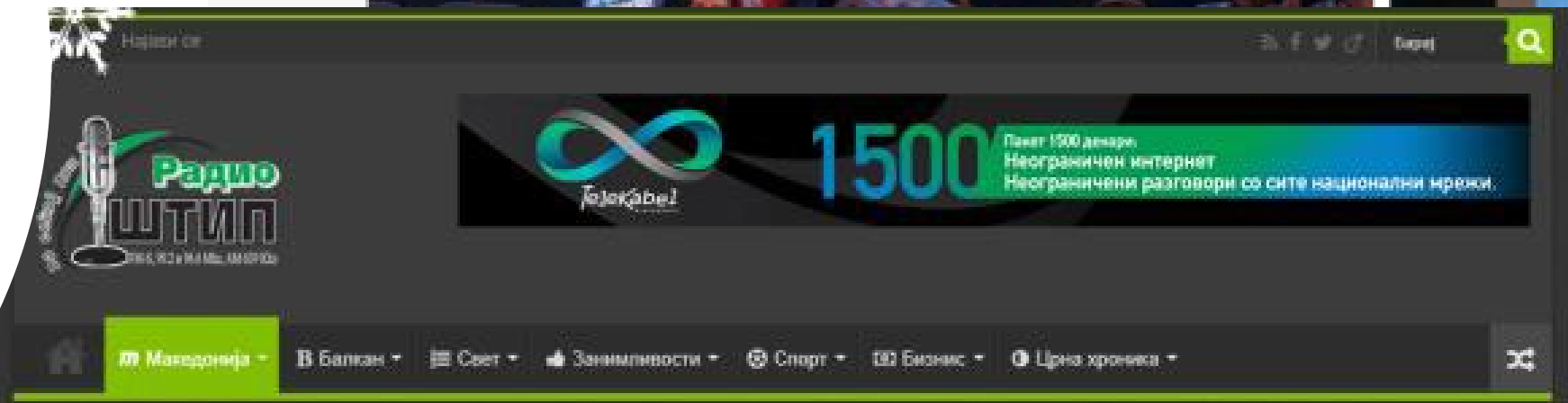
Total number of PR Placements:

54

ВЕСТИ СПОРТ ПРОМО ТВ ФИЛМОВИ



Мисијата на ОБСЕ во Скопје започна кампања против гласини што ги дискриминираат жените во општеството





# MAIN ACHIEVEMENTS & CHALLENGES

This significant number exceeded the expectations. It may not be possible to verify with precision whether the rumours have been successfully tackled, but through the comments we can see the support the audience gave to this campaign, and hope that the content helped to improve audience perceptions and attitudes regarding the rumours against women, among which Roma women, women with disabilities, rural women, women wearing religious insignia, migrant women and refugees and therefore fight against discrimination and prejudices.

Even though the anti-rumour online and offline community surely grown, this increase has not implied proportional growth in participation at the events due to the passive role and lack of motivation from NGOs and people in general, which was one of the main challenges encountered during campaign's implementation. Furthermore, the current Covid-19 situation limited our possibilities for grass-root events across the country. Having in mind these difficulties, even though we were not able to engage audience at the level we hoped for, we made efforts to be present and increase the awareness for the campaign and therefore debunk and overcome the rumours against women and girls.





# CONCLUSION

During the last two years, through a novel online outreach campaign using the dedicated Facebook fan page “Speak up against Rumours” with 11.000 followers and activities including photo quotes, video testimonials, cartoons and illustrations, photo stories, banners of rumours vs. counter narratives we managed to reach out

to over 3.6 million people and engaged almost while 20 real-world events, such as art exhibitions, theatre plays and competitions in schools, engaging more than 20.000 participants of all ages across the entire country.

**Total  
Number of  
Followers:**

**11,057**

**Total  
Reach:**

**3.687.140**

**Total  
Engagement:**

**264.033**



We truly believe that the anti-rumour community will continue to grow and that this fight against the rumours will continue in the future and that the society will overcome the gender prejudices and stereotypes and enable women and girls to achieve their full potential.

