







**Using Communications to tackle under-reporting
Conference - Equinet Training – September 2012**

**Using connectors to improve
communications Work-shop**
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Key issues for workshop to address -

- What are connectors and what is the objective in using them?
- Steps taken to use connectors
- Factors that make connectors successful
- 3 core challenges that must be addressed in using connectors


Content of presentation

- Scene -setting - Irish Travellers in NI
- Information on ECNI communication initiative – Traveller Focus Week (see Mind map attached)
- Connectors involved in helping ECNI reach the community
- More recent attempts to reach Traveller men
- Challenges experienced

Scene -setting - Irish Travellers in NI

- 3,905 Irish Travellers in NI accounting for 1562 families (All Ireland health study 2010)
- Majority (80%) live in houses but some live on sites
- Strong oral tradition & low levels of literacy
- Experience
 - severe disadvantage in education, health, and accommodation
 - High levels of unemployment
 - Routine discrimination and negative attitudes
- Broader Context in 2010
 - Government had set up Task-force on Traveller education
 - Results of the All Ireland Health study were published



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Communications Initiative - Traveller Focus Week Campaign - Overview (PDF provided)

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Connectors' involvement

- Belong, a family support project for Travellers & BME groups developed the campaign artwork

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Promotional Materials with artwork



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Connectors' involvement

- Partnership approach to week with Traveller Support Groups (TSG)
- Launch Event – Pavee Céilidh TSGs & Travellers

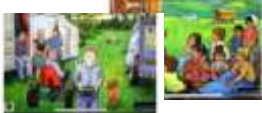


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Connectors' involvement

- Traveller support workers employed in education assisted with
 - disseminating campaign jigsaws
 - Enabled the Commission to gain access to the education intranet to profile the week
 - Provided space in internal magazine to profile the week and promote engagement in schools
- Barnardos pre-school held an event for Traveller parents to launch the jigsaws





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Recent use of connectors in reaching Traveller men

- Participated in small scale action research on Traveller men “Dying 15 years early what can Traveller men and relevant agencies do ”
- 20 Traveller men were interviewed as part of the research
- 75 % said they experienced discrimination but have not reported it
- The Commission participated in the DVD just produced to disseminate the findings to the community

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Challenges

- Identifying the appropriate connector to match the communication objective – trusted influencer – research / easier to spot in informal settings
- Different needs where connector is in voluntary sector, different ways of doing things can lead to tensions – clear brief at outset
- Sufficient Time
- Building in time afterwards to acknowledge contribution and to ensure relationship is not exploitive
- Try to maintain an ongoing relationship through
 - mailing list
 - invitations to relevant events /initiatives