

«Our children change the world...»
We live together
We live harmoniously

**ACTION PLAN OF THE MUNICIPALITY OF HERAKLION
IN THE FRAMEWORK OF THE PROGRAMME
'Fundamental Rights and Citizenship' (2007-13),
"I AM ROMA, CHANGING MINDSETS"
TO ENHANCE AWARENESS AND REDUCE
THE DISCRIMINATION AGAINST ROMA**

The programme intends to sensitise the local community in antidiscrimination issues and try to reduce the stereotypes against Roma in general and specifically the Roma children.

The programme is enforced by the exchange of good practices, it looks deeper in the local situation attaining knowledge, it increases the partnership with local organisations and continues in antidiscrimination actions for Roma and specifically the Roma children.

The programme aims to develop an informative campaign and sensitise the local community.

1. Creation of an innovative DVD-children's story and presentation of this DVD in primary schools. This action aims to increase the sensitivity and awareness of children for Roma children.
2. Creation of a tv-spot with anti-discrimination messages and presentation of this tv-spot in public local channels and newspapers.
3. The organisation of an educational festival «The Celebration of Spring» on 18th of May 2012 with various activities which will sensitise children in discrimination issues. The event takes place in the centre of Heraklion, with the participation of students from primary schools.
4. Organisation of an informative event that activates people, which involves the set-up of a kiosk for the distribution of leaflets and the implementation of a social research regarding social behaviour and knowledge on discriminating stereotypes.

Organisation – Co-ordination
Department of European Programmes of Municipality of Heraklion
For more information: <http://iamroma.qec-eran.org>

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