

ANTI-RUMOURS CAMPAIGN: “Do not allow rumors to get you sick. Get yourself vaccinated”

Tenerife’s Antirumours Strategy organised a campaign, in with the participation of 350 people, oriented to inform and raise awareness on rumours about the national health system targeting immigrants in Tenerife and are harmful to the living together. For that purpose, Tenerife’s Antirumours Strategy, designed and planed a campaign that took place in the *Hospital Universitario de Canarias* (HUC) with the support of the Cabildo of Tenerife, under the moto “do not allow rumours to get you sick. Get vaccinated”.

The campaign consisted of raising awareness about the rumours linked to health aspects through a game that simulated a medical checking and a vaccination campaign. The medical checking was based on assessing the participant’s environment health, in its family and job in terms of this kin of rumours.

Once the checking is done, the participants were asked to rank their environment’s health on a thermometer and a gift and a vaccine were given to them to fight rumours in their surroundings.

The awareness campaign of Tenerife’s Anti-Rumours Strategy focused mainly on four rumours related to the health system and previously selected as the most frequent during the 2013 fieldwork, as it follows: “immigrants are collapsing the public health system”, “immigrants do not contribute to the financing of the public health system”, “the public health system is a call for more immigration in Spain” and “immigrants bring from their countries diseases that were already overcome in Spain”

In other to counter this rumours, this camping used a set of data and arguments against this statements, collected in a counter-argument box that was elaborated during this initiative. This counter-argument have been discussed and then put in the hands participants and also posted on social medias in a set of videos containing speeches by experts in the field, such as the head of University Instituted of Tropical Diseases and two professors of the University of La Laguna.

Along the activity, a symbolic medical checking was done to 120 people walking in and out the *Hospital Universitario de Canarias* (HUC) and 250 leaflets was distributed.

Videos and photos:

https://www.youtube.com/watch?v=V6BW9YztMzU&list=PLv82udq4VC0Z4Uvg9VgadJu_XEle-XCvm

https://www.facebook.com/pg/tenerifeantirrumores/photos/?tab=album&album_id=863984573621519

Press release:

<http://eldia.es/tenerife/2014-09-16/7-Cabildo-Tenerife-vacuna-rumor-personas.htm>