

Erasmus+ Against School Aggression Partnership



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Preamble

Against School Aggression Partnership – ASA Partnership: Community based complex school program for effective prevention and treatment of aggression and bullying

ASAP - Against School Aggression Partnership is a project implemented and led by Partners Hungary Foundation in collaboration with SOS Malta, Partners Bulgaria Foundation and Szolnoki Szolgáltatási Szakképzési Centrum (Szolnok Centre of Counselling Training) and funded by the Erasmus Programme of the European Union.

ASAP aims to contribute to the reduction of school aggression and bullying in schools while establishing and strengthening the cooperation between different institutions that deal with the student community. The project develops a model program taking the form of a whole school approach that offers an accessible and easy to adopt tool, for the reduction of school violence and bullying, which will be tested and further developed in six secondary schools: one school in Hungary, one school in Bulgaria and four schools in Malta. The project contributes to country's efforts to tackle bullying and school aggression, by promoting and providing alternative conflict resolution, management procedures and restorative methods to be used in schools.

The present Communication & Dissemination strategy is built on the understanding that the project process and achievements, the professional knowledge compiled and the communities built can continue to play an important role beyond the project period. It raises awareness about the prevalence of school bullying in Hungary, Malta and Bulgaria and in many other EU countries. It provides data from schools in each of the three countries and informs policy and practice against bullying and school aggression so that it can contribute to EU wider efforts to implement the 2015 Paris Declaration on promoting citizenship and the common values of freedom, tolerance and non-discrimination through education. Specifically the recommendations drawn from the experience of participating organizations and the Anti-Bullying Service, aim at supporting policy-makers and practitioners to take decisions about strategies, regulations and mechanisms for preventing bullying and violence in schools.

To effectively disseminate results, the project team designed a EU and local communication and dissemination plans that maximize visibility and impact and covers *“why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.”*¹

¹ http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide_en.pdf /p.309/

Purpose of the EU ASAP project dissemination and communication strategy

The dissemination and communication strategy of our project Against School Aggression Partnership is designed along the **purposes set out in the European Commission's Erasmus Plus Programme Guide²**:

- To promote the project, communicate and share outcomes and deliverables to professional and wider community thus extending the impact of the project, improving its sustainability and increasing the European added value of the project;
- To promote the support of the Erasmus + Programme in relation to project implementation;
- To make results available to educational practitioners and to fields beyond schools and education: such as citizenship, internal affairs, justice, youth, migration and others relevant fields;
- To provide open access to materials, documents and media that are useful for learning, teaching, training, youth work and are produced by the project so that the professional community and the public can benefit from them. Materials are made freely accessible in digital form, freely accessible through the Internet under open licences.

By promoting the project and providing open access to materials the ASAP team aims at achieving the following goals:

- **Raising the public awareness in Europe about** the prevalence of disruptive behaviours and gaining the public support to implement possible solutions to combat school violence and bullying;
- **Informing and educating students**, parents, teachers and other school-related professionals in Europe about the nature of disruptive behaviours targeted by ASAP in order to induce an action for change;
- **Engaging stakeholders** on different international and local levels who could act as promoters, implementers of our project and other similar efforts for the sake of building a safe and child friendly school environment across Europe.

Target groups

Primary stakeholders in Malta:

- Anti-Bullying Service, National School Support Services, National Organisations and networks of educational professionals working in the school systems in Malta, including teaching and non-teaching school staff (school psychologists, counsellors, social workers, youth workers);
- Networks of school youth and children;
- Networks of parents/legal guardians of school students;

² http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide_en.pdf

Secondary stakeholders in Europe:

- Research entities and academic institutions engaged in relevant studies;
- Teachers associations and platforms;
- Policy makers related to education, family and youth, social policy and other relevant fields

Measures for dissemination, activities and channels of communication

1. Project information communicated to the public and professional community

- Develop project general information materials in English to present its goals and results to the international public and published on SOS Malta's website, the ASAP – Malta Facebook page sent by email;
- Develop project update information in English to communicate key events such as international training events or students exchange on SOS Malta's website and the ASAP – Malta Facebook page
- Develop email communication links with professionals

2. Development of project outputs and their distribution to the local public

The following key project outputs were developed in English and disseminated to local stakeholders:

- 1) National study report and mapping of good practices;
- 2) Research report
- 3) Model program;
- 4) Handbooks of implementation – ASAP case studies
- 5) Policy recommendations

The English version of these documents will be downloaded in partners' websites and promoted via e-mail and Facebook.

3. Publications of project information and outputs in National media

SOS Malta and the Anti-Bullying Service representatives discussed the ASAP project and intellectual outputs created in the framework of the project during several primetime TV media programmes.

4. Promotion of promo video among local audience

SOS Malta distributed the promo video, training video and impact video on social media, reaching more than 20000 viewers. The training video will be incorporated in the PSCD – Personal Social Career and Development school curriculum, and also used as part of other trainings and outreach sessions by the Anti-Bullying Service and SOS Malta.

5. Develop and disseminate anti-bullying brochure for school children

A child friendly brochure in both English and Maltese was developed and posted in partners' websites to be available for the public online. The brochure was distributed to schools through the Anti-bullying service.

6. Outreach activities and events

SOS Malta had several outreach events targeting both students and professionals, through workshops to raise awareness about bullying behaviour or discussions with school staff about the intellectual outputs. Such events were carried out in collaboration with other organisations such as Malta Girl Guides but also in private and church primary and secondary schools.

The various **channels of communication** for dissemination include email, social media, websites, facebook, youtube.

Specific guidelines for the visibility of Union funding

Whenever designing any visual material for dissemination and communication purposes, project partners must comply with ARTICLE II.7 of the grant agreement: "Any communication or publication related to the Project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, etc.), shall indicate that the Project has received funding from the Union and shall display the European Union emblem.

http://ec.europa.eu/dgs/education_culture/publ/graphics/identity_en.htm

and

http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

When displayed in association with another logo, the European Union emblem must have appropriate prominence."

Unified visual and thematic identity

The project team designed a project logo to make a well-distinguishable visual impact. The logo consists of the project acronym that already conveys a strong message: school aggression needs to be addresses as soon as possible. The colours reflect the colours of the partner organisations, conveying a professional message. The logo is also available in black and white



The project logo and the Erasmus+ logo is used every case when partners communicate about the project.