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Financováno Evropskou unií

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# Na ulici se pracuje!

## JAKO PODMÍNKA SOCIÁLNÍ PRÁCE



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## Counteracting disinformation via personal contact

Hisingens method

Social administration Hisingen together with Democray and citizen service

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### How did it all start?



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## City of Gothenburg organisation

	City council			Nominations committe	
City executive board					Electoral committee City Audit Office
				I	
Committees		Municipal	associations	Company Boards	Other
Care and Support Eldercare and Welfare Committee Functional Support Committee Social Welfare Committee City Social Welfare Committee Hisingen Social Welfare Committee North-East	Urban development Land Development Committee Urban Property Committee Urban Planning Committee Urban Environment Committee	Räddningstjänstförbun Tolkförmedling Väst (1 Samordningsförbundet	et	Göteborgs Stadshus AB	<b>Other co-owned companies</b> Kommuninvest ekonomisk förening (2 %)
		Göteborg (25 %) Göteborgsregionens kommunalförbund (56		Clusters with parent companies and other companies Energy Göteborg Energi AB (100 %) Housing Förvaltnings AB Framtiden (100 %) Non-residential premises Higab AB (100 %) Public transport Göteborgs Stads Kollektivtrafik AB (100 %) Port	<b>Private companies</b> <b>Foundations</b> Foundations connected to City of Gothenburg Foundations with independent administration
Social Welfare Committee South-West <b>Education</b> Preschool Committee Compulsory School Committee Education Committee Labour Market and Adult Education Committee	Technical supply Ecocycle & Water Committee				
	Environment Environment & Climate Committee				
	Other committees Regional Archives Committee			Göteborgs Hamn AB (100 %) Business Business Region Göteborg AB (100 %)	
Culture Cultural affairs committee	Intraservice Committee Chief Guardians' Committee Purchasing and Procurement Committee			Tourism, culture, events Göteborg & Co AB (100 %)	
Democracy and citizen service Democracy and Citizen Service Committee				Other companies: Regional companies Gryaab AB (71 %) Göteborgsregionens Fritidshamnar AB (80 %) Renova AB (85 %)	
Leisure				Internal companies (100 %) Municipal housing agency (100 %)	



## District administration

Hisingen



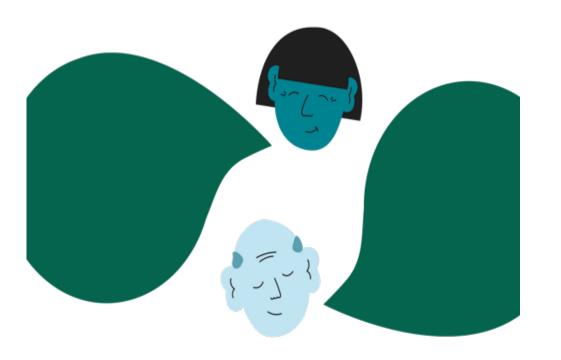
- 173 000 inhabitans (Gothenburg total 609 000)
- Variation of socio-economic conditions.
- Mixture of urban areas, from rural areas to suburban and residential areas.





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## Initial purpose of the work



- Initiate a dialogue based on the disinformation about social services that has emerged, as well as the disinformation that we heard locally.
- Counter the campaign through dialogue and information, and plan for future dialogues and collaborations to build trust between the city and its residents.
- Consider the importance of responding to the questions and fears that come from the residents and then adapt the content and communication accordingly.





## How is the work organized?

### Steering group

- Director of administration of social wellfare Hisingen
- Head of departments from both adminsitrations
- Processmanager from both adminsitrations
- Social worker
- Communicator

## Working group

• Strategic to operational





## Identified target groups

<ul> <li>Employees in SFH</li> <li>Politicians of the Hisingen Social Welfare Board</li> <li>Other employees in the City of Sothenby</li> <li>Other Vilicians in City of Sothenby</li> <li>Other Vilicians in City of Note Politicians in City of Politicians in City o</li></ul>	Employees	Politicians	Residents	Social actors & partners	Those we serve
Media outlets	SFH • Other employees in the City of Gothenb <sup>1</sup> Comple	the Hisingen Social Welfare Board • Other Diticians in City of Puburg	<ul> <li>Hisingen in general</li> <li>Subgroup: Children and youth in</li> </ul>	society, such as religious communities and non-profit organizations,	<ul> <li>service users</li> <li>People who come into contact with</li> </ul>







# The method

**Example and experience** 





## Why dialogoues?

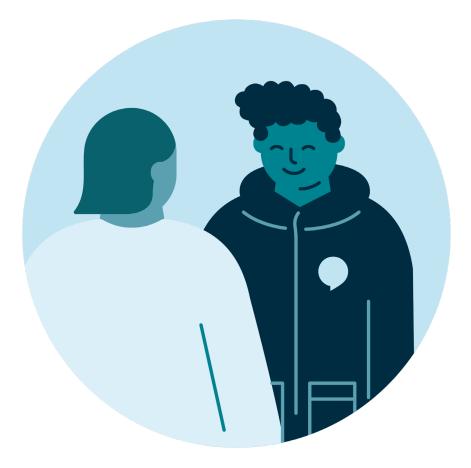
- 2 social workers work half time with dialogues.
- All employees at the social services can contribute to increasing trust in the social services.
- Fears regarding forced custody are best addressed on site, face to face and where people feel safe.
- The dialogues contribute to increase knowledge about the social services and more people can get support and help they may need.
- Broad representation of the social services employees in dialogues contributes to a good climate of conversation and competence in several issues.





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## Examples of appropriate contexts for dialogue



Contact with local associations and religious communities that citizens trust – Meeting in safe and known environments

- Religious communities Mosque, Hindu temple, Christian Parish
- Center for Adult Education
- Civic orientation efforts / Swedish for Immigrants
- Parent/teacher meetings at local schools and preschools
- Students and parents at high scools



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## Demand from other professionals who encounter our clients in their operations



When employees in, for example, schools, healthcare, and childcare feel confident in how Social Services operate and trust what we do, the likelihood of submitting a report of concern increases. Moreover, it enhances the reporter's ability to reassure parents during their interaction with Social Services.

Providing information during staff meetings leads to more invitations to present at parent meetings.

Employees in schools, healthcare, and childcare are also parents who may need to have their trust in Social Services strengthened.





## What we talk about at dialogues

#### Information regarding Social Services

- What is Social Services?
- Reports of concern
- Inquiries /assesments
- Different types of support that Social Services offer
- Legislation Voluntary vs forced
- Statistics

#### Frequently asked questions/topics

- Personal experiences
- Setting boundaries / guidence
- Forced custody/foster care
- How social services makes assesments
- Critiqe
- Why more is not done to counteract disinformation



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## The effects of the dialogues

#### **Comments at the beginning:**

- "The first thing I think of when social services call is the angel of death."
- "We are afraid of social services afraid they'll take our children."
- "Do you automatically take the children when there's a report?"

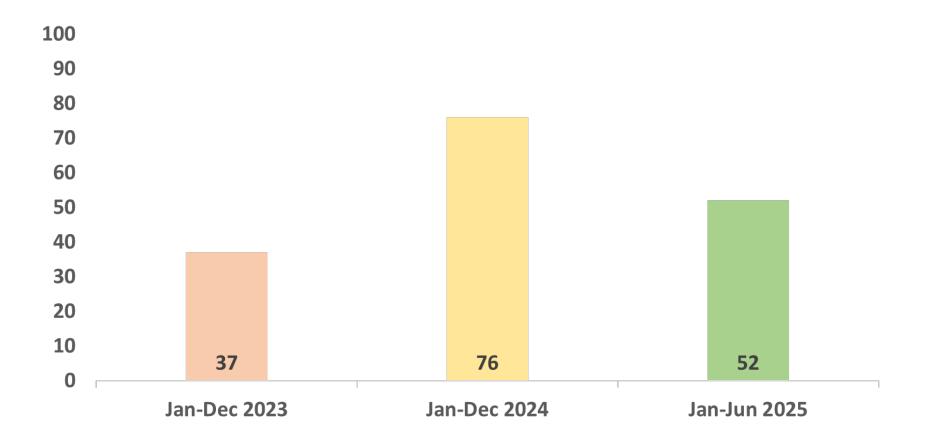
#### Feedback at the end of dialogues:

- "Now we know that we can get help and support."
- "We are not afraid anymore."
- "I got help with my son and tell others not to be afraid to get help."
- "Why do you have such a bad reputation when you are doing such a good job?"
- Several people say they are interested in becoming foster parents or contact persons.
- Proportion that gained increased trust in social services is 20 % a little more and 80 % much more trust.



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## Statistics on completed dialogues







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# **Community guides**





## Background and purpose



Work outreach and reach more people.

A group of people of different ages, stages of life and who speak different languages.

Community guides guide residents on important social issues and how to make their voices heard.

Resident Guides guide the municipality with a resident perspective.

Increase participation, trust and communication.



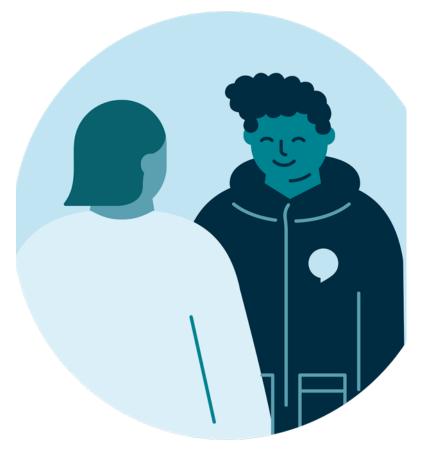






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# The contribution from Democracy and citizens service committee



- Neutral part
- Sounding board
- Ear to the ground
- Support during meetings
- Informs and counteracts in regular work





## Conclusion





## 5 things to remember!

- It's important to involve the right people who can engage in dialogue
- Being open about the fact that it is a sensitive issue and acknowledging the sense of powerlessness in relation to an authority, but shifting the focus to why concerns are reported and the long process leading to it
- We have gone from citizens not wanting contact with social services to receiving requests for dialogues and info meetings.
- Misinformation regarding social services is not an isolated phenomenon but is influenced by other actions/events in the city/country.
- The work against disinformation is a long-term project that needs to continue over time have patience!





# Thank you!





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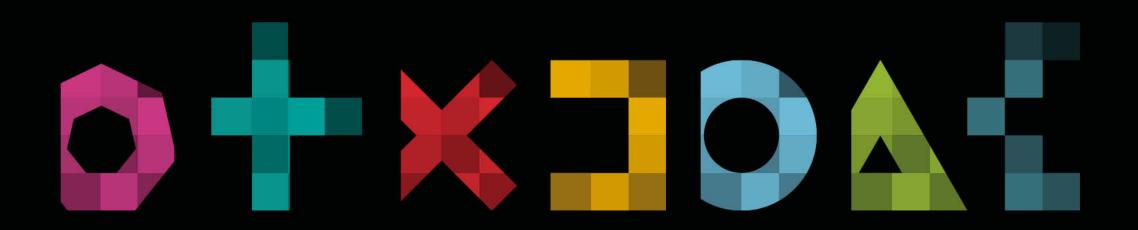
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