

Topic	A school-based campaign against accent discrimination	Duration	Variable
Type	Project		
CEFR level	B1/B2		

GOALS/PURPOSE/AIMS

- Raise awareness: educate students, teachers, and staff about the existence and impact of accent discrimination.
- Promote inclusivity: foster a school culture where all students feel valued and respected, regardless of their accent or linguistic background.
- Combat stereotypes and prejudices: challenge stereotypes and biases associated with certain accents (e.g., regional, international, or non-native accents).
- Empower students: equip students with the knowledge and tools to stand up against accent discrimination.
- Create a safe environment: ensure that the school is a safe space where students can express themselves without fear of judgment.

MATERIALS/RESOURCES USED

- surveys
- interviews

- policies regarding discrimination
- posters
- flyers/handouts
- videos
- suggestion boxes
- poems
- songs
- trivia quizzes
- banners

PROCEDURES (STRUCTURE)

Step 1: Research and understand the problem

- Define 'accent discrimination': educate yourself and others on what accent discrimination is, how it manifests, and its impact on individuals.
- Gather data: conduct surveys or interviews within the school to assess the prevalence of accent-based bias.
- Understand the legal and ethical context: familiarize yourself with laws and policies regarding discrimination to frame the campaign appropriately.

Step 2: Set clear goals and objectives

- Awareness: educate students and staff about the harm caused by accent discrimination.

- Behavioral change: promote acceptance of diverse accents.
- Support: create a safe environment for those affected by accent discrimination to share their experiences.

Step 3: Build a team

- Involve stakeholders: include students, teachers, school administrators, and parents in the planning process.
- Diversity matters: ensure the team represents a variety of accents, ethnicities, and cultures.
- Assign roles: divide tasks such as event organization, content creation, and outreach.

Step 4: Develop the campaign's core message

- Choose an inclusive slogan: create a short, impactful slogan like “*Every Voice Matters*” or “*Respect Accents, Respect People.*”
- Focus on positivity: emphasize the value of linguistic diversity and how it enriches the community.

Step 5: Plan educational activities

- Workshops and seminars: organize sessions on the impact of accent discrimination and strategies for inclusivity.
- Guest speakers: invite linguists, educators, or community members to share their insights and experiences.
- Cultural days: celebrate linguistic diversity by encouraging students to showcase their languages and accents.

Step 6: Leverage multimedia and social media

- Posters and flyers: design visually appealing posters with facts, stories, and your slogan to place around the school.
- Videos: create short videos or skits demonstrating the effects of accent discrimination and promoting acceptance.
- Social media campaigns: use school social media platforms to share testimonials, graphics, and updates about the campaign.

Step 7: Monitor and evaluate

- Track participation: measure how many students and staff engage in activities.
- Collect feedback: use surveys, suggestion boxes, or focus groups to evaluate the campaign's impact and areas for improvement.

Suggested activities:*1. Accent Appreciation Day*

Objective: celebrate linguistic diversity by allowing students to showcase their accents and cultural heritage.

How to execute:

- Create booths representing different languages and cultures.
- Encourage students to share poems, songs, or speeches in their native accents.
- Host a fashion or food segment tied to different cultures.

- Organize a trivia quiz on languages and accents worldwide.

Materials: booth decorations, trivia sheets, and posters.

2. Storytelling Circle

Objective: provide a safe space for individuals to share personal experiences related to their accents.

How to execute:

- Arrange a cozy setup with cushions or chairs in a circle.
- Appoint a facilitator to guide the session and maintain inclusivity.
- Allow participants to share experiences, struggles, and how their accents are tied to their identities.

Materials: a list of discussion guidelines, audio/video recording equipment (optional), and notebooks for reflections.

3. “Every Voice Matters” Pledge Campaign

Objective: encourage students and staff to commit to treating everyone equally, regardless of their accent.

How to execute:

- Create a pledge card or large poster where participants can sign their names.

Materials: pledge cards, a large banner for signatures.

4. Accent Inclusivity Posters

Objective: create visible reminders of inclusivity throughout the school.

How to execute:

- Hold a poster competition where students design artwork around themes like “Celebrate Every Accent” or “Your Accent is Your Identity”.
- Display the winning designs around the school.

Materials: art supplies, poster boards, and digital tools for design.

5. Anonymous Storyboard Wall

Objective: allow students to anonymously share their experiences with accent bias.

How to execute:

- Set up a large board in a common area where students can pin or write their stories on sticky notes.
- Curate the stories into themes and display them in an exhibition format.

Materials: bulletin board, sticky notes, markers, and display materials.

EXPECTED OUTCOMES

- Increased awareness: the school community becomes more conscious of the biases and stereotypes associated with accents.
- Improved attitudes: students develop more positive attitudes toward accents different from their own.

- Enhanced empathy and respect: the school culture shifts toward greater inclusivity and acceptance.
- Reduced discrimination: students feel more comfortable expressing themselves in their natural accent.
- Empowered students: students who speak with non-standard or minority accents feel more confident and valued.
- Stronger community: the school becomes a more cohesive and supportive environment where diversity is celebrated.

ASSESSMENT/REFLECTION

Surveys and questionnaires

- Pre- and post-campaign surveys:
 - Distribute surveys before and after the campaign to measure changes in students' attitudes, awareness, and experiences related to accent discrimination.
 - Include questions like:
 - “Have you ever experienced or witnessed accent discrimination?”
 - “Do you feel more aware of linguistic diversity after the campaign?”
 - “Do you feel more confident addressing accent discrimination?”
- Anonymous feedback:
 - Allow students to provide honest feedback about the campaign's effectiveness and their personal reflections.

Focus group discussions

- Small group reflections:
 - Organize focus groups with students to discuss their experiences during the campaign.
 - Use guiding questions such as:
 - “What did you learn from the campaign?”
 - “Has your perspective on accents changed? If so, how?”
 - “Do you feel the school is more inclusive after the campaign?”
- Diverse representation:
 - Ensure that students from different linguistic backgrounds are included in the discussions to capture a range of perspectives.

Creative Reflections

- Artistic projects:
 - Invite students to express their reflections through art, poetry, or short stories that highlight what they learned about linguistic diversity and inclusion.
- Video testimonials:
 - Record students sharing their thoughts on the campaign and how it impacted them personally.

Classroom activities

- Reflective writing:
 - Ask students to write journal entries or essays answering prompts like:

“How has this campaign changed the way you think about accents?”

“What steps will you take to combat accent discrimination in the future?”

- Group discussions:
 - Facilitate classroom discussions where students can share their thoughts and listen to others’ perspectives.

School-wide reflection event

- Campaign Wrap-Up Event:
 - Host a school-wide event where students can showcase their reflections, present findings, and celebrate the campaign’s achievements.
 - Include activities like:
 - A gallery walk displaying student artwork or posters.
 - A panel discussion with students sharing their experiences.
 - A screening of student-created videos or testimonials.

Key questions for reflection:

To guide students in assessing and reflecting on the campaign, consider asking:

1. What did you learn about linguistic diversity and accent discrimination?
2. How has the campaign influenced your attitudes or behaviors?
3. Do you feel the school is a more inclusive place after the campaign? Why or why not?
4. What challenges remain in addressing accent discrimination?
5. What can we do as a school community to continue promoting inclusivity?