

Why tackling the
far-right is a
community work
issue?

The communities we work with are being targeted by hate & are the subject of far-right conspiracy theories

Communities we work with are being recruited by far-right

Trust in government and state weak - predictor of belief in conspiracy theories and disinformation

Community workers are leaders. what we say matters

Far-right is interested in similar issues - evictions, direct provision,

Far-right most active - hyper local and online

We are interested in solutions, hope and social change

Because we start where people are at - and this can be messy

The Far-Right Observatory

Countering hate & division in Ireland

a collective platform founded to monitor, analyse, inform and take action that counters far-right activity and hate in Ireland

<https://farrightobservatory.medium.com/>

civil society leaders, academics, activists
Uplift, ICCL, INAR, CWI, MRCI ++

Organised Far
right/fascist
opposition:
[2-5%]

Their base:
[5-10%]



Persuadables:
60-70%

Our base:
[5-10%]

Organised
activists/
civil society
[2-5%]



Negating a frame evokes the frame

Bob is not an elephant!

elephant →



Even if we explicitly say we don't want to evoke the thing we are still mentioning the thing. An once we use a word it is going to set off a frame. It really doesn't matter whether it's preceded by negation or not.

They Say

Asylum Seeking is criminal!

Travellers are dangerous!

Vaccines are dangerous - don't trust them!

Tax is bad

We Say

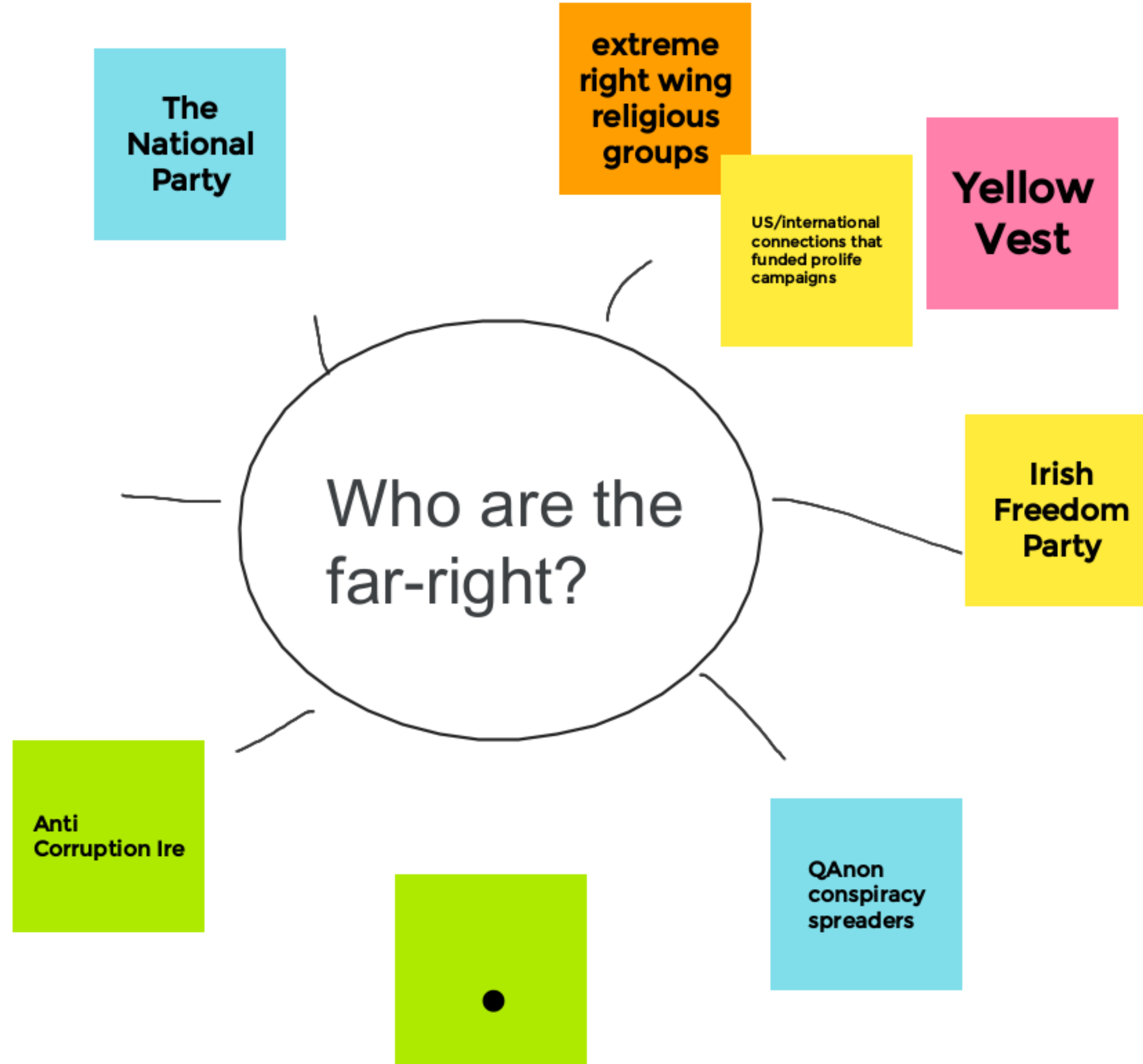
Seeking Asylum is not a crime!

Travellers are not dangerous!

Vaccines aren't dangerous, trust doctors!

paying tax is a duty

language note - international protection or safety as a complete replacement for asylum



transphobia,
homophobia

confusion

distrust,
fear

nationalism/facism/pa
triotism

What are
they trying
to achieve?

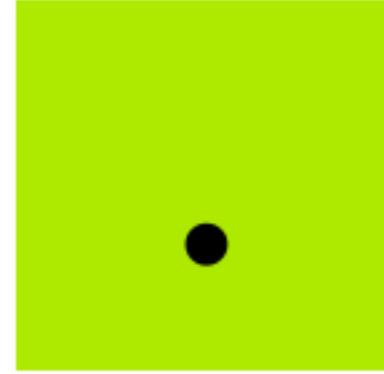
money

**white
supremacy**

**women
in their
place!**

**disrupt
democracy**

conservative
power



people who don't believe in/affected by climate change

people with bad experiences of Russia

older people

young men

Who are they targeting [persuadables]?

people whose jobs are at risk

people disillusioned with politics

people/families who can't get access to services

anti science/alternative health communities

people with low trust in authorities/institutions

people with prolife values

They Say

We Say



Vaccines cause **disease**

Vaccines eradicate **disease**



We **can't trust scientists**

Trust **science!**



Big **pharma are dodgy**

Big pharma **aren't dodgy**



Vaccines **pose a risk to your children**

The benefits of vaccines outweigh the **risks to your children**



They're going to **make vaccines mandatory**

We won't **make vaccines mandatory**

It's not our job to say what's popular, it's to make popular what needs to be said.

We need to be much better at understanding where people can go, even more so than where they are already - because the truth is - they're in multiple places at once.

