



United Nations
Educational, Scientific and
Cultural Organization

Add your
Agency's logo

Lift Our Voice to End Xenophobia around COVID-19!

Background

The COVID-19 pandemic has now spread to 211 countries, areas, and territories.

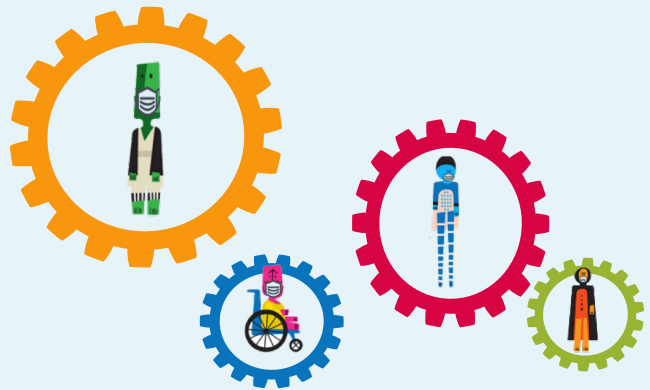
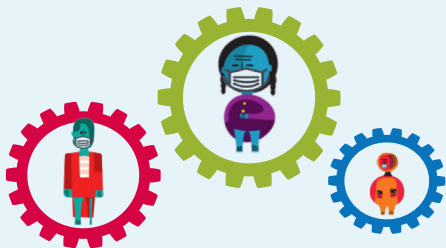
In many places, people are being blamed, harassed or excluded only because of their nationality or ethnicity.

A large number of cases of anti-Chinese/Asian sentiment has been reported all over the world.

#HumanJustLikeYou

#IAmNotAVirus

#FightXenophobia



UNESCO and [Please add name of your agency] oppose any form of discrimination, racism and xenophobia in the response to the pandemic!

When we are outside of our communities, we are there to contribute as visitors, tourists, students, businesspeople, artists, scholars, diplomats, scientists, refugees, athletes, immigrants, friends... and should not become targets of xenophobia!



United Nations
Educational, Scientific and
Cultural Organization

Lift Our Voice to End Xenophobia around COVID-19!

HOW TO PARTICIPATE:



1

Take a photo of yourself

2

Select a photo frame with
the message you would like
to promote

3

Put your photo in the
photo frame

4

Post the photo on social
media platforms with
the following **hashtags**

#HumanJustLikeYou

#IAmNotAVirus

#FightXenophobia

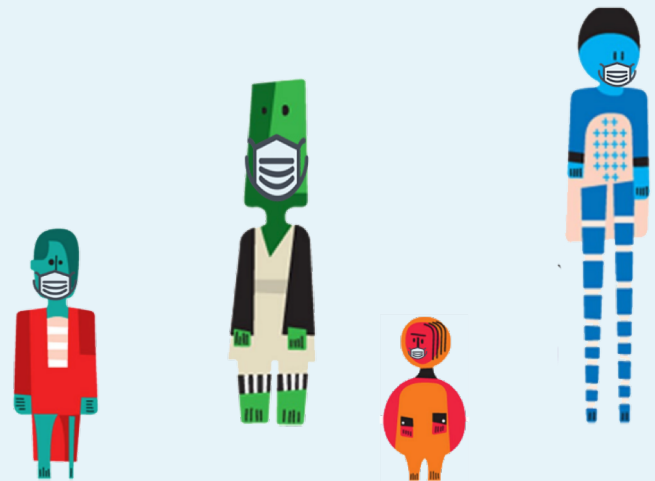


United Nations
Educational, Scientific and
Cultural Organization



Marielza Oliveira
Director and Representative
UNESCO Beijing Cluster Office

**COVID-19 stands for
Coronavirus Disease 2019**
*the usage of non-official names for
the disease,
referring to specific
countries/territories/communities,
is disrespectful of human rights,
and can create negative
consequences for people.*

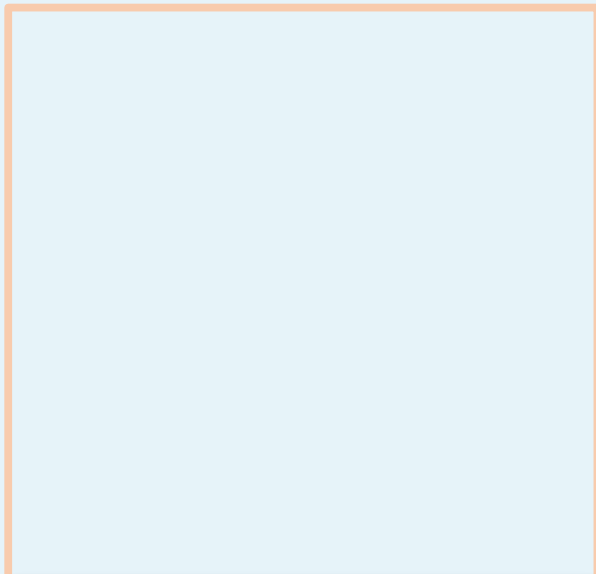


#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia



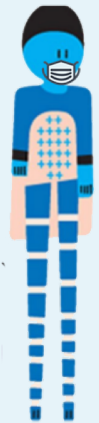
United Nations
Educational, Scientific and
Cultural Organization

Add your
Agency's logo



Add Your Name
Add Your Organization

**COVID-19 stands for
Coronavirus Disease 2019**
*the usage of non-official names for
the disease,
referring to specific
countries/territories/communities,
is disrespectful of human rights,
and can create negative
consequences for people.*



#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia



United Nations
Educational, Scientific and
Cultural Organization

Add your
Agency's logo



Add Your Name
Add Your Organization

*COVID-19 is
a particularly infectious stream
of the family of coronaviruses
that regularly circulate
among humans.
No one is to blame.*



**#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia**



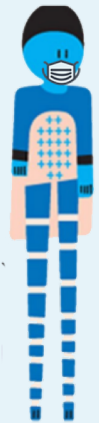
United Nations
Educational, Scientific and
Cultural Organization

Add your
Agency's logo



Add Your Name
Add Your Organization

Viruses,
including COVID-19,
don't discriminate –
*they don't care who you are,
where you're from,
whether you are family, friends
or strangers,
or from any nationality or
community.*



#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia



United Nations
Educational, Scientific and
Cultural Organization

Add your
Agency's logo



Add Your Name
Add Your Organization

Viruses
don't discriminate by age,
gender or ethnicity –
*everyone has an
equal chance of
catching or spreading
COVID-19.*



#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia



United Nations
Educational, Scientific and
Cultural Organization

Add your
Agency's logo

I will report on
cases of xenophobia,
and help to make sure
they don't happen again.

I AM A JOURNALIST



#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia



United Nations
Educational, Scientific and
Cultural Organization

Add your
Agency's logo

Everything
I write about COVID-19
upholds the dignity of
all human beings,
wherever they are from.

I AM A JOURNALIST



#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia



United Nations
Educational, Scientific and
Cultural Organization

Add your
Agency's logo

I will provide
accurate information
about COVID-19
based on
scientific data and
latest official health advice.

I AM A JOURNALIST

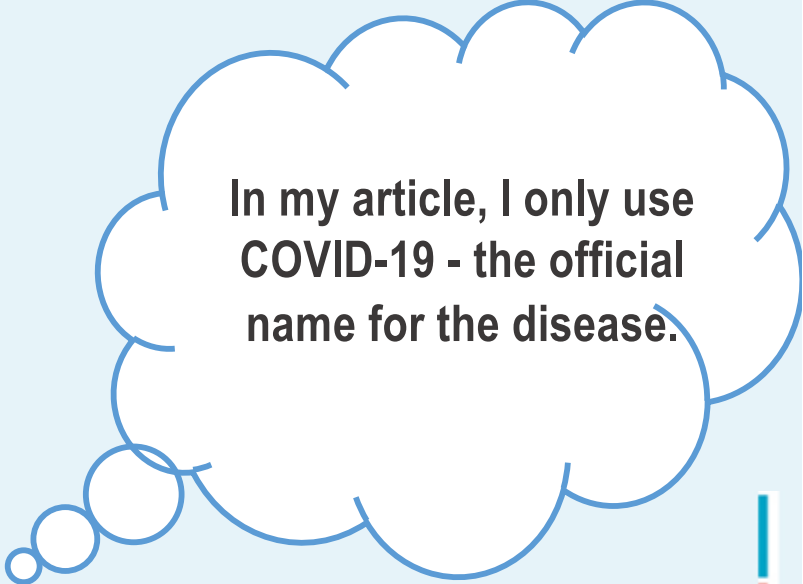


#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia



United Nations
Educational, Scientific and
Cultural Organization

Add your
Agency's logo



In my article, I only use
COVID-19 - the official
name for the disease.



I AM A JOURNALIST



#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia





United Nations
Educational, Scientific and
Cultural Organization

#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia
#MILCLICKS
#ThinkingBeforeClicking
#ThinkingBeforeSharing



Media and Information Literacy (MIL) and Fact-checking

UNESCO promotes media and information literacy and offer many [resources](#), to help people to enhance their information, media, and technological competencies.

Today we have the means of fact-checking and verifying the accuracy of the information at our fingertips. Below are some questions we can ask ourselves when reading something related to COVID-19 in the media/social media. They can help us distinguish fact from fiction.

WHO?

Who said it? Are they an academic, an expert voice?

Are they independent and objective or are they subjective?

Does the story cite a number of sources? Do these sources appear in other stories?

Who wrote the article? Is their name attributed?

Have you searched for the author or website and has it raised any suspicions?

Does the expert or data come from a reputable organization?

WHAT?

What is the agenda? What is the context? What type of story is it? Does it seem like clickbait?

WHERE?

Where did they say it? Is it a reputable source? Is it a satirical website? Is it an overtly subjective website?

Where else is this story covered?

WHEN?

When did they say it? When was it published?

WHY?

Why was it said? Why are you seeing it in your timeline now? Is it to prompt action?

HOW?

How is it written? Does it have excessive punctuation or capitalization?

Does it have a clickbait headline?

Does it state something like 'the media/establishment/other doesn't want you to know this'?



United Nations
Educational, Scientific and
Cultural Organization

#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia
#MILCLICKS
#ThinkingBeforeClicking
#ThinkingBeforeSharing



DOs and DON'Ts for Everyone

- ✓ **DO** learn and share accurate information about the virus and how it spreads, referring to trusted sources such as the World Health Organization (<https://www.who.int/health-topics/coronavirus>) and the United Nations (www.un.org/coronavirus).
- ✓ **DO** use COVID-19, the official name for the disease. **DON'T** use non-official names for the disease, referring to specific countries, locations or ethnicities.
- ✓ **DO** respect the privacy and confidentiality of people infected with COVID-19, regardless of their nationality/ethnicity/community.
- ✓ **DO** be cautious about the images that you share when communicating about COVID-19. Make sure they do not reinforce stereotypes by focusing exclusively in one nationality, ethnicity or community.
- ✓ **DO** speak out against negative behaviors towards and negative statements about any particular nationality, ethnicity, community or individual.
- ✓ **DO** post/repost stories about how xenophobia is hurting people and communities online and offline, or contact the media to cover such stories.
- ✓ **DO** report to the administrator of the (social) media platform to investigate and take actions such as removal of posts and punishment of authors when discovering or experiencing hate speech.



United Nations
Educational, Scientific and
Cultural Organization

#HumanJustLikeYou
#IAmNotAVirus
#FightXenophobia



Recommendations for the Media

- ✓ **DO** report accurately about the COVID-19 based on scientific data and latest official health advice, utilizing neutral and factual terminology that accurately characterizes the disease.
- ✓ **DO** make sure that the images used in the reporting do not reinforce stereotypes about any specific nationality/ethnicity/community.
- ✓ **DO** use COVID-19, the official name for the disease. **DON'T** use non-official names for the disease, referring to specific countries, locations or ethnicities.
- ✓ **DO** respect the privacy and confidentiality of people infected with COVID-19 and those who have been in contact with infected patients.
- ✓ **DO** proactively report on disinformation, propaganda and xenophobia/discrimination by state or non-state actors, including negative statements on social media.
- ✓ **DO** provide information on laws and legislations which strictly regulate xenophobia, including hate speech and hate crimes, as well as how to get assistance and support from law enforcement when confronted with such crimes.
- ✓ **DO** practice effective self-regulation to ensure your right of correction or reply to address inaccurate or discriminatory reporting.
- ✓ **DO** engage social influencers or respected celebrities on prompting reflection and actions against xenophobia.