

# TRANS-INCLUSIVE COMMUNICATION CAMPAIGNS

ANALYSIS REPORT



**D.3.1 “Report of EU and International replicable, cost-effective and successful awareness raising activities and guidelines on what makes a campaign trans-inclusive”**

**Project title:** Trans Sex Workers Rights are Human Rights

**Project number:** 777322

**Project Acronym:** TransR

**Project Beneficiaries:** APDES, Hetaira, Lefö, MIT, Positive Voice.

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This manual is based on contributions from the four partners of the TransR project. It was compiled within the framework of the TransR project (2017-2019), under the coordination of the following organization:  
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## ABOUT TransR

TransR project aims to contribute to the fulfillment, respect and protection of trans sex workers' (TSW) fundamental rights. According to evidence, trans communities are still struggling to achieve equal rights and they often experience an environment that is less tolerant towards them with high levels of violence and discrimination at European level. Within this community, the group of trans sex workers is particularly vulnerable to social and public health harms.

TransR project proposes concerted actions that focus on TSW but also on the circumstances and key-actors that prevent TSW from having optimal physical and psychological health. TransR main goals are to:

- Increase informed and effective interventions for TSW;
- Enable a more tolerant and respectful environment for trans people in general and TSW, in particular;
- Improve TSW access to health, justice and social support;
- Foster TSW empowerment and participation;
- Improve skills among professionals and stakeholders who play a determining role in TSW lives;

TransR is funded by the European Union since December 2017 (Project Number 777322) within the framework of the **Rights, Equality and Citizenship Programme**, for a 24 months period. The project consortium includes 5 organizations from 5 European Countries: APDES (Portugal); Hetaira (Spain); Lefö (Austria); MIT (Italia); Positive Voice (Greece).

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## INTRODUCTION

Many reports and initiatives around the world have been claiming for the need to include trans and gender non-conforming people in public campaigns in order to raise awareness about their existence, their rights and specific needs<sup>1</sup>. At the same time, advocates for the trans community have been arguing for a general misrepresentation of the community in these campaigns, the usage of inappropriate terms or a general script that perpetuates the stigma instead of tackling it. As stated by Freedom for All Americans Fund (2019) “The success of campaigns for nondiscrimination protections hinges on the effectiveness of efforts to build familiarity with, and understanding of, transgender people. Misrepresentations of transgender people have been used to stop nondiscrimination protections and even repeal existing laws that protect lesbian, gay, bisexual, and transgender (LGBT) people”<sup>2</sup>.

Besides community organizations or public efforts, the media plays a fundamental role in either raising awareness or perpetuating the stigma, emerging as a crucial stakeholder to take into account when preparing or backing up a public awareness-raising campaign in favor of trans and gender non-conforming people’s rights. The World Health Association (2015, p.10) states that Journalists should be sensitized “to use non-stigmatizing language when reporting on trans issues, encouraging positive depictions in the news about trans people and positive portrayals in drama and comedy” (WHO, 2015, p.10). The promotion of ethical standards – principles and guidelines of ethical and responsible journalism are needed to improve the quality of information and reporting to avoid bias, prejudice and manipulation, as well as promoting adequate training for media professionals (Special Rapporteur on minority issues, 2015, p. 18) The need to strengthen actions on the rights of LGBTI people was recently stressed by the EU Parliament which, according to the vice-President of the LGBTI Intergroup, “has adopted such a clear position against discrimination of trans and intersex people” (LGBTI Intergroup, 2017).

Considering these dovetailed phenomena where there is a general inclination to produce public campaigns to promote trans people’s rights while there is a misrepresentation of them in the referred campaigns in general, we believe TransR can constitute a concrete action towards the promotion of trans’ fundamental rights. TransR will also disseminate, cooperate and synergize with other successful ongoing awareness-raising campaigns involving trans people thus making the best use of existing best practices and resources.

Through the initiatives of TransR’s Work Package 3, “Awareness Raising”, the main goals are to enable a more supportive and respectful environment for trans people in general and TSW, in particular raising awareness on the challenges and needs of trans people, giving special attention to TSW and increasing knowledge on EU non-discrimination laws and recommendations among general public.

For that reason, the purpose of this report is to be a tool to evaluate and design more accurate trans-inclusive campaigns amongst LGBTI+ and sex workers organizations and allies. It departs from an identification of a wide

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<sup>1</sup> <https://www.glaad.org/reference/covering-trans-community>

<sup>2</sup> FREEDOM FOR ALL AMERICANS EDUCATION FUND (2019). Trans 101: Information for Trans Public Education Campaigns. Available at: <https://www.freedomforallamericans.org/wp-content/uploads/2016/04/ToolkitTrans101.pdf>



range of public campaigns targeting the rights of trans people and a deep analysis of their content which aim to provide insights and tools for stakeholders who are willing to create their own public awareness-raising campaign focusing on the rights of trans people.

## METHODOLOGY

We were trying to answer the question ***“why sometimes campaigns aiming to promote equality and awareness raising on LGBTI+ rights eventually end up to be discriminating or disempowering for trans people?”*** The first question led us to another one: ***“what makes a campaign a trans-inclusive one?”***

The campaigns selected to integrate the grid of analysis were produced mainly in Europe, US and Asia and disseminated by online (websites and social media) and offline media (radio and tv broadcasts). The campaigns in matter used image, text and video in order to promote LGBTI+ rights around the world. The collected campaigns were disseminated between 2008 and 2018. The 10 years time span was defined taking into account the evolution on the use of internet. The campaigns analyzed were mainly campaigns that were created with the purpose of online dissemination.

Each TransR partner collected (at least 5) campaigns that focus on LGBTI+ people and/or sex worker rights, translated them and sent them to MIT. The campaigns collected could either be campaigns that were perceived as successful by the partners or campaigns that were immediately understood as not well achieved. In total, 34 campaigns/communication actions were selected. The main topics of the campaigns were health, anti-discrimination, depathologization, violence, gender recognition legislation, sex work. Although TransR is strictly directed to trans sex workers rights, the partners decided to open the analysis for the whole trans community since only a few campaigns focused on trans sex workers.

The method selected was the media content analysis, a well-established qualitative research methodology with a considerable tradition since the 1950's. Throughout diverse interpretations and techniques that vary among different scholar traditions, this report was produced based on the humanist approach of media content analysis (Shoemaker and Reese 1996 cit Macnamara, 2005) “that looks backwards from media content to try to identify what it says about society and the culture producing it. Humanist scholars draw on psychoanalysis and cultural anthropology to analyse how media content such as film and television drama reveal ‘truths’ about a society” (Macnamara, 2005, p.3)<sup>3</sup>.

The expertise of MIT and its constitution as a trans people-led organization with experience in producing and analysing awareness-raising campaigns led to a decision of pre-establishing (inducing) categories of analysis: trying to identify the message of each campaign and how it was framed, its focus, its goal, target group and the outcome the message led to (deliberate or accidental). On the evaluation of the positive/negative outcomes, a main criterium was the characters and bodies (trans-embodiment) who were displayed and their role in the campaign. The process of the analysis is shown in the analysis grid below

<sup>3</sup> Macnamara, J. (2005). Media content analysis: Its uses, benefits and Best Practice Methodology. *Asia Pacific Public Relations Journal*, 6(1), 1– 34.



## ANALYSIS GRID

In order to systematize the information, MIT created a grid (presented below) that gathers the most relevant information for the analysis of the communication material. As the materials are presented in different types of media, different languages and aim to different target groups it is of utter importance to have a common analysis frame.

	Title	Origin	Responsible Entity	Goal	Target Audience	Means of dissemination	Positive Comments	Negative Comments	Link to campaign
1	NY MIC	USA	Digital news company	Reclaiming trans visibility	Trans community	Online: YouTube video	Trans speaking for themselves. Technically well made, clear, accessible, not victimizing. Trans person presence		<a href="https://www.youtube.com/watch?v=IS-3ZgdtPvw">https://www.youtube.com/watch?v=IS-3ZgdtPvw</a>
2	#DireitoASer (#RightToBe)	Portugal	Government	Give voice to trans and intersex people	General audience	Online: YouTube video	Empowering trans and intersex bodies based on real stories from three trans people and one intersex person showing places and actions that belong to their day-to-day lives	A weak point of this video is that it is very short considering its goal	<a href="https://www.youtube.com/watch?v=cOpRMsZGguA&amp;feature=youtu.be">https://www.youtube.com/watch?v=cOpRMsZGguA&amp;feature=youtu.be</a>
3	#anogisberta (#yeargisberta)	Portugal	NGO	Memorial of trans murdering of sex worker Gisberta focusing on invisibility, transphobia, trans consciousness, trans culture	Trans community and general audience	Online: communication campaign Offline: Public campaign, community events	Helped creating an empowering environment and fighting invisibility and transphobia thanks to its multi-media approach and for being a clearly community-based campaign		<a href="http://www.gisberta.eu/">http://www.gisberta.eu/</a>

4	Um veto que não faz o género dela (nem de todas as outras pessoas trans) [A veto that doesn't go with her gender (nor with every other trans people's)]	Portugal	Newspaper	Awareness raising targeting the general public on trans issues	General audience.	Online journalistic piece	Respectful approach, positive presence of a trans activist	Neutral journalistic language, use of too many data and infographics that give a sense of detachment and dehumanize the issue	<a href="https://expresso.pt/multimedia/259/2018-06-07-Um-veto-que-nao-faz-o-genero-dela-nem-de-todas-as-outras- pessoas-trans-#gs.ORN3PEkZ">https://expresso.pt/multimedia/259/2018-06-07-Um-veto-que-nao-faz-o-genero-dela-nem-de-todas-as-outras- pessoas-trans-#gs.ORN3PEkZ</a>
5	SOMOS	Portugal	Municipal program	Development of a universal culture of human rights and democratic citizenship in Lisbon	General audience	Online: Communication campaign with videos and posters Offline: Posters and community events	Promotion of human rights and democratic citizenship. Inclusion of a visible trans person in the campaign		<a href="https://www.facebook.com/programasomos/">https://www.facebook.com/programasomos/</a>
6	TRANSformando o Mundo (TRANSforming the world)	Portugal	Private Company, NGO and Foundation	Awareness raising, informing on transphobia.	General audience	Online: Communication campaign	Celebrating the international day against LGBTphobia	The message and objectives of the campaign are not clear and easily identifiable	<a href="https://pt.lush.com/article/e-se-o-daniel-se-sentisse-daniela">https://pt.lush.com/article/e-se-o-daniel-se-sentisse-daniela</a>
7	Singapore Transgender woman reaches out to sex workers	Singapore	Newspaper	Support to trans people on labor issues, empowerment of the peer education approach	General audience	Online: Communication campaign	Representation of sex workers and trans activism. technically well-made video with an empowering text featuring personal stories		<a href="https://www.straitstimes.com/singapore/transgender-woman-reaches-out-to-sex-workers">https://www.straitstimes.com/singapore/transgender-woman-reaches-out-to-sex-workers</a>

8	Transploitation: The Reality of Being a Black Trans Woman by Tschan Andrews	USA	TED Talk - Online video platform	Raise awareness and discuss human rights	General audience	Online: TED talk video	Featuring of a personal story and inclusion of trans activist.		<a href="https://www.youtube.com/watch?v=L7RBSzm0TY">https://www.youtube.com/watch?v=L7RBSzm0TY</a>
9	Life As A Transgender Escort   Sex Map of Britain	UK	TV Broadcast	Showing the daily life of a trans escort	General audience	Online: YouTube video	Featuring of a personal story and representation of a trans sex workers	Stereotypical representation of trans people: shows the life aspects of a sexworker in a very ritualistic way (makeup, dressing) and does not go deep into the story of her life	<a href="https://www.youtube.com/watch?v=mvjsnzTIM4">https://www.youtube.com/watch?v=mvjsnzTIM4</a>
10	UK_GIRES	UK	Online medical journal	Trans personal stories	General audience	Online: YouTube video	Easily shareable video, light format, accessible. Trans persons presence	Technically and aesthetically poor video	<a href="https://www.youtube.com/watch?v=8Po6f5TL0AQ">https://www.youtube.com/watch?v=8Po6f5TL0AQ</a>
11	Join the movement for trans equality	USA	NGO	Informing on NCTEquality activities supporting the trans community	General audience and LGBT community	Online: YouTube video	Clear, accessible language, consistent with the goal of the video. Technically well made video. Trans persons presence		<a href="https://www.youtube.com/watch?time_continue=18&amp;v=9nQ6qCXLyio">https://www.youtube.com/watch?time_continue=18&amp;v=9nQ6qCXLyio</a>
12	Life as a transgender woman	USA	Online video platform	Documenting trans people's life	General audience	Online: YouTube video	Focusing on a personality characteristic, ironically diverging from the centrality that is usually given to the "being trans"		<a href="https://www.youtube.com/watch?v=hjKCYQcBqY">https://www.youtube.com/watch?v=hjKCYQcBqY</a>

							Trans person presence		
13	An introduction to transgender people	USA	NGO	Telling trans personal stories	General audience	Online: YouTube video	Featuring personal stories. Trans persons presence		<a href="https://www.youtube.com/watch?time_continue=241&amp;v=YSuJ70OMo3I">https://www.youtube.com/watch?time_continue=241&amp;v=YSuJ70OMo3I</a>
14	Girls Like Us	USA	TV talk	Documenting trans people's life	General audience and trans community	Online: YouTube video	Well-thought and interesting format: an innovative trans people only talk show. They empathize with sex workers' experiences too		<a href="https://www.youtube.com/watch?v=iuvN-q-EKs">https://www.youtube.com/watch?v=iuvN-q-EKs</a>
15	Transgender Women and Work	USA	TV Broadcast	Documenting a trans sex worker life and focusing on difficult work accessibility	General audience	Online: YouTube video	Featuring a real trans person's story		<a href="https://www.youtube.com/watch?v=rffvQQnyk">https://www.youtube.com/watch?v=rffvQQnyk</a>
16	TransX	Austria	NGO	Advocating for the right to use preferred name for trans people	General audience	Offline: Flyers	Strong message on the rights to self-determination/ expression, on legal recognition and the possibility to adopt and have access to surrogacy	Despite being a translated campaign, the message is weakly communicated into a too long text with only graphics campaign	<a href="https://www.transx.at/index.php">https://www.transx.at/index.php</a>
17	Poster_WaST	Austria	Municipal program	Municipality anti-discrimination campaign	General audience	Offline: Posters and postcards	Trans perspective is positively highlighted	No trans persons presence	

18	34 countries in Europe make this nightmare a reality	Europe	NGO	Describing institutional violence, discrimination and abuse faced by trans people all around Europe	General audience	Online: Communication campaign	The campaign could feel tough because it shows brutally all the discrimination faced by trans people but stresses effectively the addressed issues	No trans persons presence	<a href="https://www.youtube.com/watch?v=OZlpYDeu4jY&amp;t=70s">https://www.youtube.com/watch?v=OZlpYDeu4jY&amp;t=70s</a>
19	What can the EU do for you and LGBTI rights?	Europe	Governmental organization	Describing an institutional campaign on EU legal framework on LGBTI rights.	General audience	Online: YouTube video	Informs people on the legal tools available for LGBTI people	The video uses a neutral/universalistic language and never mentions trans subjectivities	<a href="https://www.youtube.com/watch?v=W9BProDRdig">https://www.youtube.com/watch?v=W9BProDRdig</a>
20	HIV campaign awareness_Gr	Greece	NGO	HIV awareness campaign	General audience and LGBT community	Offline: Poster, postcards and Online: website	A trans person is represented among other testimonials		<a href="https://www.kentrozois.gr/">https://www.kentrozois.gr/</a>
21	Kisha_AdCampaign	USA	Government	Anti discrimination campaign of DC of Columbia	General audience	Offline: posters Online: social media campaign	A trans person is featured in the poster	It stresses both the empowerment of discriminated people and informs about the illegality of discrimination. However, the text is very binarist and not inclusive of trans men and not passing trans in general	N/A
22	BUS_campaign	Spain	NGO	Counter reaction to transphobic campaign	General audience	Offline: poster on Bus campaign	This campaign is the response to a transphobic campaign of the anti-gender movement and effectively turned a transphobic message into a satirical and		N/A

							effective advertising		
23	PSOE campaign	Spain	Political Party	Affirming trans citizenship and depathologization	General audience	Online: Communication campaign	Trans people speaking for their right to not be treated as mentally ill		N/A
24	Observatorio de derechos humanos de personas trans	Spain	NGO	Promoting an health center and trans visibility	Trans and LGBT community	Online: Communication campaign	Trans people speaking for their needs, showing their faces and body, asking for safety.		N/A
25	Fundacion HUESPED	Argentina	Philanthropic foundation	Anti discrimination and empowerment of trans people	General audience and LGBT community	Online: Communication campaign	Effective message about trans life's issues: "the life span of a trans person are 35 years"	Stereotypical representation of trans people. A person with half face with female make up and the other part with beard and no makeup	<a href="https://www.huesped.org.ar/que-hacemos/prevenccion/campanias-de-comunicacion/expectativas/">https://www.huesped.org.ar/que-hacemos/prevenccion/campanias-de-comunicacion/expectativas/</a>
26	#Igualquetu #sameasyou	Spain	NGO	Anti discrimination and empowerment of trans people	General audience and LGBT community	Online: Communication campaign	It features a famous trans' testimonial in order to spread a positive message: "#sameasyou"	It focuses on the campaign testimonial instead of the message itself	<a href="https://www.imaginas.org/inicio/igual-que-tu/A">https://www.imaginas.org/inicio/igual-que-tu/A</a>

27	Programa Preventrans	Spain	Umbrella organization	Raise awareness about safety for trans sex workers	Trans sex workers.	Online: downloadable manual	Effective guide and useful tool for sex workers	Stereotypical representation of sex workers: a headless body, high heels, leather police cap	<a href="http://www.atandalu.org/2010/12/taller-sexo-seguro-prevetrans.html">http://www.atandalu.org/2010/12/taller-sexo-seguro-prevetrans.html</a>
28	Hay niñas con pene y niños con vulva (There are girls with penises and boys with vulvas)	Spain	NGO	Raise awareness about trans kids	Trans kid's parents and general audience	Online: Communication campaign with videos and posters	Effective message about trans kids issues	It focuses too much on the biological aspect of transexuality	<a href="https://chrysallis.org.es/tag/chrysallis-euskal-herria/">https://chrysallis.org.es/tag/chrysallis-euskal-herria/</a>
29	Essere trans non è una scelta, essere transfobici sì (Being trans is not a choice, being transphobic is)	Italy	NGO	Raise awareness about transphobia for the international day against LGBTphobia	General audience	Online: Communication campaign with videos and posters Offline: Posters	It features a visible trans couple reclaiming "Being trans is not a choice, being transphobic is it"	It fails in communicating the message by using a disfunctional language	<a href="https://www.gaypost.it/omofobia-17-maggio-2016-bologna">https://www.gaypost.it/omofobia-17-maggio-2016-bologna</a>
30	Nessun controllo sul mio corpo (No control on my body)	Italy	NGO	Raise awareness on violence against women	General audience	Online: Communication campaign with videos and posters Offline: Posters	It features a trans body in a campaign about violence against women	This campaign shows a headless body with the effect of failing in acknowledging trans identity	<a href="https://www.arcigay.it/nessun-controllo-sul-mio-corpo/#.XZ2_9-czbQQ">https://www.arcigay.it/nessun-controllo-sul-mio-corpo/#.XZ2_9-czbQQ</a>
31	TransFormiamo gli orizzonti (TransForming horizons)	Italy	NGO	Inform citizens about 10th TGEU council	General audience and LGBT community	Online: Communication campaign with digital posters Offline: Posters	The poster focuses on trans bodies within a wider and active community		<a href="https://www.facebook.com/mit.italia/photos/a.709619282404309/1149259675106932/?type=3&amp;theater">https://www.facebook.com/mit.italia/photos/a.709619282404309/1149259675106932/?type=3&amp;theater</a>

32	The Trans Sex Worker Struggling With Life On The Street: Stacey Dooley Investigates	UK	TV Broadcast	Documenting a trans sex worker life and focusing on difficult work accessibility	General audience and LGBT community	Online: YouTube video	It focuses on the difficulties of being a trans sex worker and on the struggles encountered by trans people within the work environment. Trans person presence		<a href="https://www.youtube.com/watch?v=RlcTFuvrUcU">https://www.youtube.com/watch?v=RlcTFuvrUcU</a>
33	Un altro genere è possibile (Another gender is possible)	Italy	NGO	Informing the audience about the gender recognition law	General audience	Online: Communication campaign with videos and posters Offline: Posters	The poster exploits a satirical message in order to raise awareness on gender recognition and mandatory sterilization	It features non visible and binary trans people boosting a passing attitude	<a href="https://www.facebook.com/Un-Altro-Genere-%C3%A8-Possibile-705757922817025/">https://www.facebook.com/Un-Altro-Genere-%C3%A8-Possibile-705757922817025/</a>
34	Vite divergenti - educational preview video	Italy	NGO and TV Broadcast	Inform about gender identity and trans issues	General audience	Online: video	The video is an infographic animation with a really clean layout and language. It was made to explain the basics issues about trans bodies, gender identity and the best language to use as pronouns and diversities respect.		<a href="https://www.facebook.com/watch/?v=893517694019553">https://www.facebook.com/watch/?v=893517694019553</a>



## MAIN FINDINGS

When analyzing the campaigns collected, some recurring issues and criticalities emerged. Most of them are broadly related to LGBTI+, and specifically trans, issues and there are not many campaigns focusing on trans sex workers rights and issues (just 7 out of 34).

As it is also visible in the analysis grid, we underlined four issues that are highly critical in the collected communication material:

1. **“Essentialising” trans experience, reinforcing stereotypes the campaigns are supposedly counteracting**
2. **Non-inclusive or respectful language and narrative**
3. **Victimisation of trans and/or sex workers**
4. **Exclusive visibility of passing people or trans people fitting in the gender-binary**

One important point is the extent to which trans issues can be successfully included in wider campaigns on LGBTI+ people’s rights. The trans population has frequently been grouped with lesbian, gay and bisexual people, as it has been politically convenient to do so. Nevertheless, the choice of grouping LGBT people is questionable given that trans issues primarily relate to gender identity, while the issues faced by LGB people primarily relate to sexual orientation.

Moreover trans community is not a homogenous group. Trans people are diverse in their gender identity and expression, their age, class, social background, sexual orientation, ethnicity and migration backgrounds. Campaigners, whether in an NGO or in a mainstream setting, are not always able to ensure that different identities and intersecting personal characteristics are acknowledged and respected.

Not all the campaigns have managed to portray the realistic lives of trans people, who, like others, can be **activists**, artists, athletes, doctors, **(dis)abled**, gay, lesbian, bisexuals, **migrants**, parents, **people of colour**, researchers, **sex workers**, scientists, straight, and more. Yet, the continued preoccupation with trans people’s surgeries and their medical procedures objectifies and dehumanizes trans people. Highlighting only one area of a person’s life reduces trans people’s realities into one single story, and reinforces stereotypes, including that surgery is necessary for a person to identify as trans.

The discourse that intends to favor acceptance of sexual and gender diversity based on the "born this way" assumption by reducing sexual orientation and gender identity to a "natural fact" is widespread. This speech tends to reintroduce the debate on the "causes" of homosexuality and gender nonconformity. Therefore, this culminates in a will to "legitimize" diversity based on natural evidence, which is likely to slip into existentialism.

As praiseworthy as this discourse seems, the debate on "natural law" tends to leave unattended the fundamental elements of LGBTI+ identities: the path of construction, of affirmation, of self-determination, freedom and autonomy.

In doing so, one falls into the trap of using the "natural right" as the foundation of claiming equal rights, taking up the terms of the anti-gender crusade which makes the "natural law" an indisputable norm on which the legal system should be based upon. These campaigns – as the sentences “Being trans is not a choice, being transphobic is!” (campaign nº 29), “Treat me the way any woman would want to be treated” (campaign nº 21) exemplify – instead of opening the debate on LGBTI+ existences and experiences, tend to close it and prevent a real comparison based on the social reality of the identity and LGBTI+ subjectivities. As illustrated on the campaign against homo-transphobia (campaign nº 29) here reported, another counter-producing effect of this type of speech is the "stigma" of the homo-transphobic people who "would choose" to be so. In this way, the debate on the social phenomena of homophobia and transphobia to the individual choice dimension, by omitting the social and political dimensions of the hetero/cis-normative and hetero/cis-sexist models which structure our society, is producing discrimination and exclusion. It is necessary to rethink the terms of the campaigns against transphobia, taking into account these problematic aspects of the discourses that aim to legitimize homosexuality and trans identity.



Image 1 - Poster from the campaign nº 21



Image 2 - Poster from the campaign nº 29



Image 3 – Information on the manual of the campaign n° 29 (page no.18)

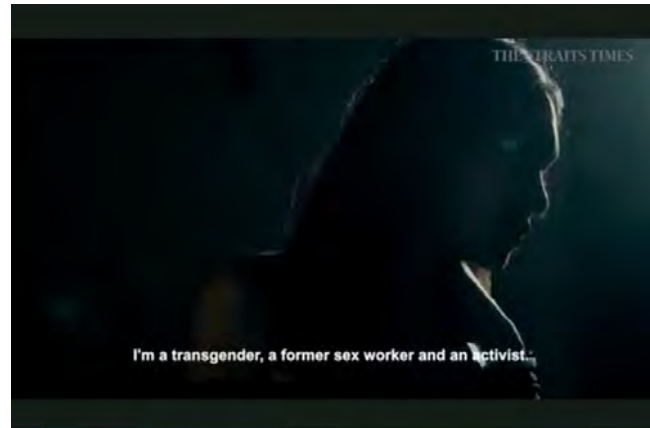


Image 4 – Image taken from the video spread by the campaign n° 7 (min 00:49)

Using people's photos in campaigns enlarges the risk of reproducing social stereotypes on trans identities, providing an image of trans and TSW subjectivity as basically homogeneous. This kind of representations on gender identities exclude social diversity and the importance of the intersectional nature of LGBTI+ subjectivities (strictly white skinned, able-bodied, etc.), comforting the stereotype according to which the LGBTI+ communities are of homogeneous and uniform sets, sharing the same thoughts and the same conditions of life. A representation attentive to particularities and to the real conditions for the existence of LGBTI+ people turns out to be "closer" to the experience of the people and therefore able to create easier identification, both within the LGBTI+ community and the rest of our society. Perhaps a good example of how to do this and, in the meantime, create a campaign with an excellent aesthetic and narrative level is the campaign "Singapore\_Transgender woman reaches out to sex workers": it shows the story of a former TSW speaking with her own words about her story and life path, from the coming out as a trans woman to the engagement in activism after being a sex worker for many years. In telling the story of her life she stressed an important message on the importance of better inclusiveness of trans people in society and appeared as a strong role model of personal empowerment for trans people (campaign n° 7)

Other good practices that we have selected among the campaigns shared by the project partners are the campaign n° 24, produced by the *Observatorio de Derechos Humanos de Personas Trans*, that communicates a different message: the right to personal safety. It does so by showing a trans person, dressed in an informal way, without excessive post-production but with a direct and important message and a number of contact to offer protection to trans people in case their rights have been violated.

The PSOE campaign (campaign n° 23) is also interesting for its different purposes and modes of representation: the depathologization of the trans. "I am trans and I am a citizen" is the main message of the campaign,

featuring a trans woman of non-stereotypical beauty and her signature at the bottom. It calls for the right for citizenship to shift attention from the pathologization of trans identities. Immediately below the image we read: "Being trans is not a disease: say that to the WHO (World Health Organization)" and invites you to participate in a petition.

Although not a campaign, the short documentary "Life as a transgender woman" (campaign nº 12) follows with the classic television cut of storytelling, crossing infographics on various issues related to the trans world with his particular experience as a fan of Star Trek, which is an element of novelty and transversality that opens up new imaginaries about lives and trans narratives.

## RECOMMENDATIONS

The almost total lack of information campaigns, awareness-raising campaigns or campaigns in support of the trans sex workers shows once again the submersion of these issues and their invisibility to the public.

In a world of communication, where the main actors (journalists, writers, video makers and others) are in the first place to be identified as reinforcers of stereotypes, lacking a basic search for a correct and well-informed language, and where the main standards of respect and attention to the dignity of the trans sex workers – often filmed without their consent – are often absent (on the contrary by building around them the usual victimizing and/or "transgressive" narrative), we considered it useful to formulate some recommendations to foster a more inclusive and widespread communication on issues related to the trans and trans sex workers:

- **Check your message:** check it with the target group and potential beneficiary of your campaign. **Do not make assumptions on their needs** (use focus groups, surveys, get trans people and sex workers involved in the creative/making process).
- **Be aware of the type of representation of the trans sex worker experience you are portraying** when speaking of or using people in your campaign.
- **Find out motivations, expectations and overall personal stories, empower the imaginary and the narrative behind the focus on trans identity**
- **Avoid using clichéd images** (a trans sex worker on heels and mini skirt without a face for example).
- **Don't focus on someone's medical transition process.**
- **Don't use outdated or dehumanising language.**
- **Avoid a paternalistic discourse and the victimization of trans sex workers.**
- **Don't confuse trafficking or sexual exploitation and sex work.**

The work of analysis has provided an interesting overview of the state of art regarding the campaigns produced at the European level and, to a lesser extent, in North/South America and Asia. Although limited in numbers,

the sample of 34 campaigns showed that across the board, whether produced with high or low budgets, by large or small associations, governmental or international projects, the focus on trans issues, if addressed specifically and not under the umbrella "LGBTI+" continues to be limited to two main issues:

1. human and civil rights (social inclusiveness, anti-discrimination, personal storytelling)
2. health and wellbeing (access to services, protection and prevention of physical and mental health, depathologization of the trans experience)

We believe it is appropriate, therefore, to continue to stimulate a greater and more informed attention to issues related to trans sex workers, their needs, desires, rights: the reality of sex work (in general), its policies and actions to better include the trans experience in order to succeed in working effectively against the stigmatization of all sex workers. For a fight against decriminalization, for the achievement of greater rights, for the protection of health and personal safety, it is crucial to recognize the dignity and visibility of the common experience with an increasingly accurate and inclusive communication.

We hope that the investigation and work carried out in this report will contribute to having a overview, to transmit undervalued or taken for granted knowledge , to break stereotypes, to stop those who continue to take away support a to the trans community.

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