

## Faces of Resettlement Video Lesson Plan for Service Providers

Session Title: Positive Messaging About Refugees in Your Community

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<b>Session Description</b>	Those who work with refugees are often the best advocates within the community for refugees. However, staff may not have considered themselves advocates, or have carefully considered what they tell people about their jobs or about refugees. This session assists service providers in identifying effective ways to start positive conversations about refugee contributions within the community.
<b>Objectives</b>	Participants will be able to: <ul style="list-style-type: none"><li>✓ develop new techniques for educating community members about refugees</li><li>✓ strengthen their ability to speak about refugee contributions</li></ul>
<b>Lesson Time</b>	30 minutes
<b>Materials</b>	<ul style="list-style-type: none"><li>☐ Computer, Internet, projector, and screen (or some other way to show the video to the group)</li><li>☐ <i>Faces of Resettlement</i> video available online at <a href="http://www.culturalorientation.net/learning/learning-videos/faces-of-resettlement">www.culturalorientation.net/learning/learning-videos/faces-of-resettlement</a></li><li>☐ Flipchart paper (or a board) and markers</li><li>☐ Lined paper, 1 piece per participant</li><li>☐ Writing implements, 1 piece per participant</li></ul>
<b>Session Preparation</b>	Create a list of key points in creating a brief attention-catching message (known as an “elevator pitch”) by writing the following on a piece of flipchart paper:  <i>Key Points to an Elevator Pitch</i> <ul style="list-style-type: none"><li>▪ Grab the listener’s attention</li><li>▪ Explain why refugee resettlement is beneficial to the community</li><li>▪ Speak in plain English</li><li>▪ Be concise – 1 minute or less</li><li>▪ Leave them wanting more</li></ul>
<b>Session Warm-Up</b>	<ol style="list-style-type: none"><li>1. Tell participants:  <i>Many people in the community do not know who refugees are, where they came from, or why they are here. You are some of the most knowledgeable people in the community about this information. It is important that you are able to communicate clearly about the positive aspects of having refugees in the community.</i></li><li>2. Conduct a “think-pair-share” activity by doing the following:<ul style="list-style-type: none"><li>▪ Ask participants to take a moment to think about positive communication efforts – both formal and informal – they have taken or have heard of when educating the community about refugees.</li><li>▪ Ask participants to turn to a partner and share their thoughts with them.</li></ul><p>While participants are talking, hang a piece of flipchart paper in front of the session space.</p></li><li>3. Bring the full group together. Ask participants to share highlights from their partner</li></ol>

## Viewing Activity

discussions. Record responses on the flipchart paper.

1. Before showing the video, ask participants to think about what community members might want to know about refugees.
2. Show the *Faces of Resettlement* video.

## Activity and Discussion

1. Divide participants into small groups of four to five people. Distribute a piece of lined paper and a writing implement to each participant.

2. Tell participants the following:

*When you first start talking to someone about refugees, it is important to catch their attention. This can be done with an “elevator pitch,” a short speech that grabs the interest of the person or people you are talking to. Your elevator pitch should be no more than a minute long and should be interesting, memorable, and succinct.*

3. Share the *Key Points to an Elevator Pitch* flipchart with participants. Tell the small groups to develop an elevator pitch. Remind them that it should not be longer than a minute.
4. After five to eight minutes, bring the full group together. Ask for a volunteer in each group share the elevator pitch they developed.
5. After hearing all of the elevator pitches, debrief the session by asking participants the following questions:
  - What were some key things you heard in the elevator pitches?
  - Why is an elevator pitch important?
  - What are some new outreach efforts that could be done to assist the community in learning more about refugees?
  - How can you work your elevator pitch into outreach efforts?