

# I am Me - Social Media Campaign on Diversity (Non-discrimination, Equality and Social Inclusion)

## Campaign Ideas

**Campaign Name:** I am me (we are equal)

### Overall Concept:

We are all different, but we are also all equal in that we should be treated the same. Nobody should be discriminated against or excluded because they are different.

## Post Ideas

No	Topic	Post Ideas
1	I am Me Campaign Introduction	<p>The main goal of this page is to let everyone know that even though we are all different, we deserve to be treated the same way.</p> <p>No matter how our background and experiences in life, ethnicities, religions and beliefs, respective gender roles are different, various and diverse, we should be treated equally - nobody should be discriminated against or excluded because they are different.</p> <p>We all should value, respect and be proud of who we are and create a society where we all feel valued and respected for who we are.</p> <p>#IamMe #EqualityForAll</p>
2.	What do we know about Diversity and Cultural Diversity	<p>Diversity includes age, gender, disability, socioeconomic status, language, physical appearance, skin color, race, religion.</p>

		<p>“Culture takes diverse forms across time and space. This diversity is embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind as biodiversity is for nature. In this sense, it is the common heritage of humanity and should be recognized and affirmed for the benefit of present and future generations.”</p> <p>Examples of cultural diversity in Myanmar: Myanmar's diverse cultural heritage is reflected in its traditional music, dance, art, and cuisine, which vary among different ethnic groups. Each group has its own unique cultural practices and rituals.</p> <p>Thus, let’s respect each other's differences and cultures.</p>
3.	<p>Diversity 1) Racial diversity</p>	<p>What do we think about Kachin, Kayah, Karen, Chin, Rakhine, Mon, Shan, Rohingya, Burmese and etc.?</p> <p>While every ethnic group maintains its unique cultural practices and traditions, there exist shared values and principles that bind us together. Among these are reverence for elders, a spirit of hospitality, a strong sense of community, a connection to nature through spiritual beliefs, cultural pride, and more.</p> <p>Take our traditional celebrations, like the Thingyan Water Festival or Chin National Day or Shan New Year. While each event is unique to different groups, they all reflect values of joy, community, and respect for traditions.</p> <p>Plus, our delicious cuisines show off our diversity deliciously! Whether it's Shan noodles, Sabuti (Chin), Kachin biryani, Mon mohinga, or Rakhine Mote Ti, every dish brings together flavors from different regions, connecting us through our love for good food.</p>
4.	<p>Diversity in different forms 2).Beliefs and religious diversity</p>	<p>Myanmar is home to lots of religions, and each one brings its own flavor to our culture. It's great that we have diverse traditions that make our country fascinating!</p> <p>We're bound together by shared values like spiritual connection, ethical living, the importance of family and community, the pursuit of wisdom, and so much more.</p>

		<p>There are also differences we have in each religion are rituals and ceremonies, sacred spaces, festivals and celebrations, main ideas about life and thinking.</p> <p>Embracing both our common values and differences allows us to celebrate the richness of religious diversity, fostering a culture of mutual respect, understanding, and harmony among all faith communities.</p>
5.	<p>Diversity in different forms</p> <p>3). Gender norms between male and females</p>	<p>Biological differences between males and females are clear, but it's crucial to distinguish between 'sex'—referring to biological traits—and 'gender'—which encompasses societal roles. While sex determines physical characteristics, gender shapes societal treatment and expectations.</p> <p>Societal norms impact both genders differently. Men may face pressure to conform to traditional masculinity, inhibiting emotional expression. Women often encounter gender discrimination, such as pay gaps in employment compared to men.</p> <p>Parenting norms also reveal gender discrimination. Men may face stigma for caregiving roles, while women may feel pressured to prioritize childcare over career advancement.</p> <p>By recognizing these distinctions and addressing gender discrimination, we can work towards a more equitable society.</p>
6.	<p>Diversity in different forms</p> <p>4). Diversity in LGBTIQ+</p>	<p>Our society is as diverse as the colors of our festivals. Among our many communities, the LGBTIQ+ community stands out for its unique identities and contributions.</p> <p>Each LGBTIQ+ member has a different story shaped by their experiences. Yet, despite our differences, we share common experiences of love, resilience, and the desire for acceptance. Regardless of who we love or how we identify, we are all connected by our humanity.</p> <p>LGBTIQ+ individuals also enrich our society with their valuable contributions in art, science, culture, and more, bringing about positive changes that benefit us all.</p>

		<p>By acknowledging the humanity and talents of LGBTQ+ individuals, we can build a more understanding and inclusive society. Let's embrace diversity and show that everyone deserves respect and honor.</p>
7.	<p>Diversity in different forms</p> <p>5). Diversity in Disability</p>	<p>Let's rethink how we view and treat people with disabilities. They deserve love, companionship, and fulfillment in relationships just like anyone else. Instead of pity, let's empower and support them as individuals with dreams, talents, and contributions to offer.</p> <p>We must create inclusive communities where everyone is valued for who they are, regardless of religious or cultural backgrounds. It's time to challenge stereotypes and ensure people with disabilities have equal opportunities to thrive.</p> <p>By amplifying their voices and advocating for their rights, we can create a more equitable society where everyone is seen, heard, and valued. Let's stand in solidarity to empower people with disabilities.</p>
8.	Equality	<p>In Myanmar, amidst the challenges of a complex history, there's a beautiful tapestry of unity woven from common values and positive differences. Across diverse ethnicities, languages, and faiths, there's a shared respect for community and heritage, nurturing an inclusive society where every individual is valued.</p> <p>With resilience and optimism, Myanmar is shaping a future where everyone can thrive and contribute positively to society.</p>
9.	Equality in Religions	<p>In the realm of religion, similar positive beliefs and attitudes can foster equality and inclusivity. Instead of allowing negative assumptions to dictate interactions, embracing understanding and respect for different faiths can create an environment where everyone feels valued and included.</p> <p>When we view diversity of belief as a source of enrichment rather than division, we create opportunities for mutual learning and growth.</p>

		<p>Together, we can build a society where individuals of all faiths are celebrated for their contributions, fostering a culture of belief and possibility where everyone can thrive spiritually and personally.</p>
10.	Equality in Genders	<p>The term “sex” defines the biological differences between women and men while “gender” stands for the differences that are constructed socially and have social origins. An individual’s gender is constituted by roles and features that are not solely naturally and biologically specified, but that are primarily imposed by norms and stereotypes. The roles, behaviors, actions and characteristics socially constructed for women and men are expressed in the concept of “gender”. Gender is a construction which varies by time and culture.</p> <p>Gender equality stands for the fact that individuals enjoy equal opportunities and rights in every aspect of life; have equal access to resources and are treated equally regardless of their sex; can develop personal knowledge and skills in all areas they wish and realize their potential; and are able to exercise their own preferences.</p> <p>Reference guide -  <a href="file:///Users/user/Downloads/UNDP-TR-GENDER-RESPONSIVE-COMM-GUIDE.pdf">file:///Users/user/Downloads/UNDP-TR-GENDER-RESPONSIVE-COMM-GUIDE.pdf</a></p>
11.	Equality in Ethnicities	<p>Different ethnic groups in Myanmar have different stereotypes - for example, some may be perceived as more industrious or entrepreneurial, while others may be seen as more reserved or traditional. These stereotypes often stem from cultural perceptions and historical narratives.</p> <p>While it's natural to feel pride in our own cultural identity, it's important not to let these perceptions cloud our judgment of others. Each ethnic group contributes its own unique strengths and perspectives to our society, enriching our collective experience.</p> <p>Instead of relying on stereotypes, let's strive to understand and appreciate the diversity within our communities. By embracing cultural differences and fostering mutual respect, we can create a more inclusive and harmonious society where everyone feels valued and respected for who they are.</p>

12.	Equality in Disabilities	<p>Our negative assumptions about people with disabilities can hinder their full participation in society, creating a 'self-fulfilling prophecy'.</p> <p>However, by challenging these assumptions and holding positive beliefs about their abilities, we open doors to opportunities.</p> <p>By embracing empowerment and inclusivity, we create environments where individuals with disabilities are valued for their talents. Let's foster a culture of belief and possibility, where everyone can thrive.</p>
13.	Social Inclusion	<p>Exploring Diversity Through Attire:</p> <p>Experience the rich tapestry of the culture through its traditional attire. From the vibrant streets of Yangon to the serene countryside, every fold of the Htamein tells a story of heritage and pride.</p> <p>Savoring the Culinary Delights:</p> <p>Indulge in the diverse flavors of the cuisine. From Mandalay's "Mandalay Mote Ti" to Yangon's "Nan Gyi Thoke," each dish is a celebration of culinary diversity, inviting you to explore the richness of our culinary heritage.</p> <p>Embracing Warmth and Hospitality:</p> <p>Experience the warmth of hospitality as you connect with locals over tea or share laughter with street vendors. In Myanmar, strangers are friends you haven't met yet, welcoming you to embrace the unique diversity of our culture and heritage.</p>
14.	What are daily social exclusive norms that we see everyday	<p>Social norms are unwritten social rules which define what is expected of individuals in certain situations. They are measures of what is seen as normal in society - for example taking off your shoes in the house, or saying please or thank you.</p> <p>While some things may seem normal to us, we should always question how they make other people feel.</p> <p>To give a few example:</p>

		<ul style="list-style-type: none"> <li>- Parents letting their sons do more activities than daughters,</li> <li>- if a girl/woman is sexually harassed, people start talking about how she wears and behaves first (victim blaming),</li> <li>- telling men not to cry cause showing emotion is not masculine,</li> <li>- transgender/gay people get hate comments for being who they are.</li> </ul>
15.	<p>I am Me We are One</p>	<p>Humans are social creatures. We have a deep-seated need to be liked, respected, and accepted by our peers. Sometimes that need is so strong, it drives us to alter our behaviors in exchange for approval. At work, school, and other social institutions, this happens every day. People whose identities don't conform with the dominant group are often pressured to present disingenuously to "fit in." Under these circumstances, a sense of belonging is hard to come by.</p> <p>Belonging is an archetypal experience that all humans seek, whoever they are. It transcends geographies, generations, and genotypes. When we recognize that we're not alone in our desire to belong then we can live with greater empathy — empathy not only for others, but also ourselves. And it is with that spirit of empathy for ourselves that we can gently and kindly dismantle any internalized prejudice and open up into greater levels of self-acceptance.</p>