Ashley Community Housing launches #rethinkingrefugee campaign

Monday 7 December, 2015

Rethinking Refugee

In light of recent global events which have seen refugees across the world fall in and out of favour with the public, *Ashley Community Housing* are proud to announce their **'*rethinking refugee*' social media campaign.**

The campaign aims to abandon stereotypes and move towards **an understanding of refugees as humans (not numbers)** with unique personalities, skills and ambitions. The organisation's own experience in working with refugees has had significant influence on the campaign.

Who are ACH?

Ashley Community Housing (ACH) is a thriving social enterprise that provides **essential resettlement services** to refugees, homeless and displaced people. These services incorporate housing, support and training and have been **created by refugees for refugees.**

Many of the staff at ACH, including the organisation's CEO Fuad Mahamed, have **lived experience** as refugees themselves. This first-hand lived experience has informed the organisation's ethos: **empower change.**

Social Media Campaign

Spread across social media platforms, including *Facebook*, *Twitter* and *Instagram*, the '*rethinking refugee*' campaign encourages social media users to take a picture of themselves holding the **#rethinkingrefugee hashtag.** The hashtag is then supported by a message of support, a personal story of migration or a description of what the person would miss most if they were forced to leave their home country.

The Importance of #rethinkingrefugee

Establishing the '*rethinking refugee*' campaign has allowed ACH to place an important spotlight on a **social issue** which affects both refugees and their neighbours across the world. Fear towards refugees has risen in many communities yet it is difficult for these refugees to integrate and progress with their new lives if this **stigma remains.**

With the UK government announcing the resettlement of **20,000 refugees by 2020**, alongside the anticipation that around 4,000 refugees will be re-settled in towns and cities around the UK each year, a shift in public perception and understanding needs to take place.

ENDS

Notes to the Editor

- *Ashley Community Housing* (ACH) was established in 2008 and is a leading specialist housing and training provider with offices in Bristol and Birmingham
- In the last 7 years ACH has grown from a team of 4 to a team of over 30 employed full-time staff who are a core part of this £3 million organisation
- The organisation has now successfully re-housed over 1,200 previously homeless refugees
- *Ashley Community Housing* is a social enterprise limited by guarantee and is registered with the Homes and Communities Agency as a social housing provider
- Find out more at: http://www.ashleyhousing.com

Media:









#rethinkingrefugee

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