

# What is the Mishto Campaign?

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We are launching the Mishto Campaign for more accessible and fairer services for Roma in the UK, in response to inequalities experienced by our communities.

Roma people around the world use the Romanes (Roma language) word “mishto” to describe things as good, positive, inclusive or of good quality.

## A Mishto service should be guided by the following values:

- X** Roma people are connected with the services they need and have the confidence to access them.
- X** Roma people are empowered and supported to contribute to their local community.
- X** Roma people have fair access to opportunities.
- X** Roma people are represented in their local institutions and services.

As part of the Mishto Campaign we invite local authorities to join in, sign the Mishto Pledges and commit to becoming a “mishto” local authority. By doing so, the Roma Rights Forum, would award local authorities the Mishto Quality Mark and promote them as a positive example of inclusive practice. We will also share resources that can help local authorities achieve their Mishto commitments, and work with you to enable effective engagement with local Roma communities.

Local  
Authorities

# Mishto guidance for local housing

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As members of the Roma Rights Forum, we appreciate all the efforts housing departments make to meet the housing needs of their local communities including those of Roma people. Thank you for your interest in joining our campaign.

This guidance is based on our shared experiences supporting Roma communities with their housing needs and can help you become a Mishto service.



**Mishto**

Fair services  
for Roma people

**Empower. Support. Commit.  
Together, we thrive.**

Pledge	Actions to implement	Activities and resources to support implementation
<p><b>Adopt an inclusive communication strategy</b></p>	<p>Use appropriate communication methods to ensure information you provide is accessible to Roma people.</p> <p>Identify the best communication channels to ensure information you provide reaches Roma people.</p> <p>Do not use digital communications by default and consider using a wider range of dissemination methods.</p> <p>Promote routes to social housing, emergency accommodation and affordable homes through community channels (e.g. community organisations, Roma churches, professionals or leaders) in relevant languages/dialects. Make sure that all information is clear and easily understood.</p>	<p>Many Roma people speak the language of their country of origin (e.g. Romanian, Slovak, Bulgarian, Polish) as their main language.</p> <p>Many Roma people also speak a dialect of <a href="#">Romanes/Romani</a>. Friends, Families and Travellers made this resource comparing <a href="#">a few Romani dialects</a>.</p> <p>Consult and work with local Roma to put in place the best method of communication considering cultural (i.e. language), as well as socio-economic (digital exclusion, literacy, etc.) contexts.</p> <p>Work with Roma organisations, community leaders, professionals, activists and Roma champions to share information more effectively with Roma communities.</p> <p>This list of <a href="#">Roma service providers</a> can support with identifying local Roma specific support.</p> <p>This <a href="#">map</a> also identifies local Roma service providers.</p>
<p><b>Ensure services are accessible and inclusive for Roma residents</b></p>	<p><b>Interpreting services</b> Encourage your language provider to source interpreters who speak various dialects of Romanes.</p> <p><b>Engagement</b> Work with Roma bi-lingual advocates to support Roma families in housing crisis.</p> <p>Ensure service access is not digital by default and alternatives are available for those digitally excluded, illiterate and/or those who do not speak English.</p> <p>Ensure that engagement with Roma families is culturally competent and well-informed.</p>	<p>Local/regional interpreters as well as bi-lingual Roma advocates can be identified through local <a href="#">Roma service providers</a>.</p> <p>The <a href="#">Minimum Digital Living Standard</a> should be considered when planning, designing and or updating digital services.</p>
<p><b>Adapt your recruitment policy to enable employment of Roma staff</b></p>	<p>Promote job opportunities in more inclusive ways, through community channels (e.g. community organisations, Roma churches, professionals or leaders).</p> <p>Make your recruitment process more accessible, by making the application process less complicated and providing support with applications.</p>	<p>Roma people are less likely to apply for jobs using mainstream routes.</p> <p>Services seeking to employ Roma staff should also promote job opportunities through alternative routes such as local Roma churches, Roma organisations or through other services actively engaging with Roma.</p> <p>The recruitment process should include opportunities for potential Roma applicants to get more information on day-to-day duties and in-work support available, and help should be provided for filling in application forms.</p>
<p><b>Increase cultural competency of staff</b></p>	<p>Ensuring that your staff has knowledge of Roma culture and history will help them understand Roma communities they work with and improve engagement, resulting in more effective service delivery.</p>	<p><a href="#">The Cultural Awareness Hub</a> developed by East of England Local Governments Association supports with various cultural awareness training including on Roma communities.</p> <p>Furthermore, <a href="#">local or regional Roma services providers</a> might be able to support with training.</p>