



GUIDE TO THE GLOBAL DAY OF ACTION

THURSDAY 26TH JUNE 2014

This document is your step-by-step guide for taking part in the “Global Day of Action” in 2014. It has been designed to help you plan, promote, deliver and document a high-impact advocacy event in your city.

Watch the video:

“Support. Don't Punish -- Let's Make 2014 Even Bigger”

https://www.youtube.com/watch?v=xOP0qW1_qCY



1. ABOUT THE CAMPAIGN

SUPPORT. DON'T PUNISH is a global advocacy campaign to raise awareness of the harms being caused by the criminalisation of people who use drugs. The campaign aims to promote respect for the human rights of people who use drugs, and to change laws and policies which impede access to harm reduction interventions:

“The heightened risks faced by people who use drugs can no longer be ignored. It is time to leave behind harmful politics, ideology and prejudice. It is time to prioritise the health and welfare of people who use drugs, and their families and communities.”

The **SUPPORT. DON'T PUNISH** campaign aims to:

- Change laws and policies which impede access to harm reduction interventions for people who use drugs.
- Raise awareness about the need to stop criminalising people for using drugs.
- Raise awareness about the need for greater funding and attention for essential health services and other 'support' for people who use drugs.
- Promote respect for the human rights of people who use drugs.
- Engender public support for drug reform.

For more information about the campaign, please visit www.supportdontpunish.org (in English) or www.supportdontpunish.org/es (in Spanish).

2. ABOUT THE GLOBAL DAY OF ACTION

The Global Day of Action is one of the main activities of the **SUPPORT. DON'T PUNISH** campaign, and takes place on the 26th June each year.

The 26th June is the [United Nations' International Day Against Drug Abuse and Illicit Trafficking](#) – a day that on which many governments celebrate their contributions to the global 'war on drugs'. In some cases, governments have even commemorated this day by holding public executions or beatings of drug offenders. By taking part in the Global Day of Action, you can help to “reclaim” this day – highlighting the failure of the war on drugs and emphasising the need for better approaches for people who use drugs.

Coincidentally, the 26th June is also the [United Nations' International Day in Support of Victims of Torture](#) – an ironic duplication, given the widespread torture and abuse suffered by people who use drugs at the hands of their governments.

The plan for the 26th June is simple – a wide variety of 'actions' will take place in cities around the world (with people wearing **SUPPORT. DON'T PUNISH** t-shirts or displaying the campaign logo in some other way), in order to raise awareness of these issues at the local and international levels. Your commitment and participation can help to increase the pressure on authorities to change their drug policies, and to raise public awareness around the failure of the 'war on drugs'.

3. WHAT HAPPENED IN 2013?

On Wednesday 26th June 2013, 41 cities from around the world took part in the first “[Global Day of Action](#)” as part of the campaign – a global show of force by those in favour of harm reduction and drug policy reform. The actions were varied, and included:

Street art and dance performances in Bosnia and Herzegovina
www.youtube.com/watch?v=-e_4LcJnNWg



A gathering of more than 100 people in Paris, France – all wearing President Richard Nixon masks (as he is widely credited as the first person to coin the ‘war on drugs’ term)

Gatherings in 13 cities across Indonesia, focused on police stations and offices



Inviting members of the public to sign a giant poster in Malaysia

A press conference, photo stunt, and “freeze mob” performance in Mauritius
www.youtube.com/watch?v=gHHSbSybY40



A rally in Bangkok, Thailand that ended outside of the national drug control agency headquarters

The campaign has had a positive impact across the world – see, for example: <http://idpc.net/blog/2013/07/one-month-on-from-the-global-day-of-action> and https://www.youtube.com/watch?v=xOP0qW1_qCY

4. WHAT CAN YOU DO IN 2014?

The aim for the Global Day of Action is to produce a high-profile and visually symbolic series of local actions. These actions should, at the same time, be low-risk and low-cost.

The exact nature of the action will vary from one city to another – we encourage our partners to come up with innovative ideas that reflect their local context. The numbers involved will range from 10 or 20 people, to more than 100 people in some cities. As demonstrated in the section above, the action could include one or a combination of:

- Peaceful rallies and protests
- Public events such as dance displays, processions or speeches
- Street art, drama performances or 'flash mobs'
- Press conferences or seminars – with or without policy makers present
- Poster campaigns, or distributing badges, stickers or leaflets to the public
- TV or radio appearances
- Social media activities

The only requirement we ask is that participants wear t-shirts with the **SUPPORT. DON'T PUNISH.** logo – or clearly display the campaign logo in some other way (such as through the street art being created). This allows us to tie together the various actions from around the world, and to demonstrate that they are all part of a coordinated global effort.

Media Outreach

In 2013, we were able to attract positive media attention – particularly in the local media – to the campaign issues. We recommend that local partners pre-invite and brief their local media ahead of the 26th June – and we will provide template media releases to assist with this.

In order to make the actions as media-friendly as possible, try and have participants pose for photo opportunities near key landmarks – this worked well, for example, in London (Houses of Parliament) and Paris (Eiffel Tower) last year. You should also try and take your own videos and photographs of the action too.

The campaign team – based on London – will then help to coordinate the various local activities and media coverage in order to package the story to international wire agencies and major international papers.





5. ADVOCACY MESSAGES

In 2013, the most successful actions were those that focused on a local issue – such as on compulsory drug treatment, human rights abuses, police misconduct or drug consumption rooms. These worked best when they were tailored to the local needs, and were part of a broader advocacy effort targeted at a specific group (such as the local drug control agency, the law enforcement agencies, the media, or drug services).

Below are some proposed advocacy messages that you may wish and adapt in your city:

Harm Reduction Funding: “10 by 20”

The need for increased funding for harm reduction is clear, and requires little explanation. But the “10 by 20” concept asks that harm reduction funding should represent 10% of drug law enforcement expenditure by the year 2020: 10 cents for every dollar spent on enforcement.

It is not a call for new money, but for a reallocation of funds to where they can have the greatest impact. It fits with the concept of ‘balanced’ drug policy, and allows you to critique enforcement spending at the same time. We are tired of public funds being wasted.

10% is intended as a global call to draw attention to the current imbalance in drug policy funding. Global drug enforcement spend exceeds \$100 billion annually – 10% of this would cover the annual HIV and hepatitis C prevention needs for people who inject drugs. Twice! At the national or local level, you may want to focus on a different figure that better reflects your needs – the principle remains the same: challenging policy makers to look into how resources are spent and to ensure more balanced investments.

End Criminalisation

The “war on drugs” has proven to be ineffective and unjustifiably expensive. It is causing widespread health harms, human rights abuses, and violence. It is time for decision makers to repair this damage and reset the system. Activists around the world are taking part in a Global Day of Action – calling on governments to try a different, more humane approach.

Drug use is a health issue, not a criminal one. It cannot be resolved through punishment. Criminalising people who use drugs leads to prison overcrowding, fuels the spread of HIV and other illnesses, and ruins lives.

The heightened risks faced by people who use drugs can no longer be ignored. It is time to leave behind harmful politics, ideology and prejudice. It is time to prioritise the health and welfare of people who use drugs, and their families and communities.



6. STEP-BY-STEP GUIDE FOR JUNE 26TH

Although the actions on June 26th will vary from one place to another, the below checklist is designed to act as a guide for a successful campaign:

A. LOGISTICS	TICK WHEN COMPLETED
Visit www.supportdontpunish.org , register your support for the campaign, and familiarise yourself with the campaign materials and messages.	
Identify a local lead person for the Global Day of Action, who will be responsible for managing the event. Make sure that this person has a good understanding of the campaign.	
Organise a call or meeting with key local partners – especially local networks of people who use drugs – to discuss plans for the 26th June – including the type of action, the location, the required budget, and the tasks that need to be shared.	
Contact campaign@idpc.net as soon as possible to let us know what you have planned, and so that we can add you to the contact list for the Global Day of Action.	
Estimate how many people will attend, and make arrangements for printing the t-shirts. The shirts should be white, with the campaign logo prominent on the front of the shirt. Contact campaign@idpc.net or visit www.supportdontpunish.org/resources for high-resolution logos.	
Prepare any other materials required for the action – these may include leaflets, banners, posters, flags, costumes, badges, stickers, stencils, etc. Contact campaign@idpc.net for high-resolution logos and other resources, or visit www.supportdontpunish.org/resources .	
Complete a risk assessment for the event, to ensure that the necessary safeguards and protections are in place to make the day a success. The assessment is available at www.supportdontpunish.org/resources .	
On the 26th June, arrive early at the location of the action to prepare.	
After the 26th June, please keep the campaign team updated with your news, photos and feedback – please email these to campaign@idpc.net .	
B. SOCIAL MEDIA	TICK WHEN COMPLETED
If you wish to list your organisation as a supporter of the campaign – please send the logo and website to campaign@idpc.net .	
Set-up a Facebook event for the Global Day of Action – something that can be promoted and for people to sign up to. Once you have the event ‘URL’, please send it to campaign@idpc.net for inclusion on the main website. Include maps and directions too, if needed.	
Start promoting via social media several weeks before the event and right up until June 26th, in order to build the momentum. This includes:	
➤ Blogs about the campaign and your plans – linking it to local stories, events and news where possible.	
➤ Promoting the campaign and your event through Facebook – posting news, pictures and updates, and ‘sharing’ / ‘liking’ the central campaign page: www.facebook.com/supportdontpunish	
➤ Promoting your event through Twitter, using the ‘hash-tag’ #supportdontpunish (this will then appear on the campaign website)	



➤ Take part in the 'Interactive Photo Project' by downloading the campaign poster and submitting your photos to campaign@idpc.net . These photos (www.supportdontpunish.org/photoproject) can then be used for your own Facebook pages and social media promotion etc (you could even use them as your social media profile pictures too).	
➤ Promote the campaign through any newsletters and websites that you, your organisation and/or your partners have.	
Make arrangements for colleagues and friends to photograph or film the event for posting on social media and your website(s). Please send your photos, videos or links to campaign@idpc.net .	
Contact influential bloggers, individuals and organisations that you know. Ask them to help promote the campaign – both through sharing your content on social media, or asking them to feature the campaign in their own work. Invite them to the Global Day of Action as well.	
On the morning of the 26th June, make some final posts to promote the event – and then try and post pictures and updates to Facebook / Twitter during the event as well.	
After the 26th June, keep your social media accounts updated with photos and feedback from the Global Day of Action, including links to any media coverage.	
C. MEDIA ENGAGEMENT	TICK WHEN COMPLETED
Compile a list of local journalists and media contacts – including their names, the company they work for, their email address, and their contact numbers. Include journalists and reporters who focus on health, medical and social issues, as well as general news desk and picture desks.	
Download and adapt/translate the media release for the build-up to the event – available from www.supportdontpunish.org/resources . Distribute this to your media contacts in early June. Include the details of a local spokesperson to deal with any queries, and make sure that this person understands the campaign well.	
Follow up the media release by arranging to meet some of the key journalists a week or two before the event. Take some campaign information with you, as well as information on your organisation.	
Download and adapt/translate the media release for the 26th June itself – also available from www.supportdontpunish.org/resources . Release it under embargo 2-3 days before the event. Follow up with phone calls to confirm that photographer(s) and journalists will be present. Include the details of the local spokesperson – this person should be present at the event itself and should be ready to respond to journalists' questions when needed.	
After the 26th June, please keep the campaign team updated with links to any media coverage you have seen – please send these to campaign@idpc.net and michael.kessler@inton-media.com .	



7. DOCUMENTING THE ACTION

You can take quality film footage of your action using your phone or a camera. If possible, we recommend a camera – even if you need to borrow one! You can also ask several people to film the event, and collate the footage afterwards.

Top tips to get the best video footage without spending a fortune:

- Hold the camera/phone steady throughout: use something to lean on (walls, posts, etc), or keep your elbows against your body to help keep the camera still.
- Don't move suddenly or too quickly, including when following people.
- Give yourself time to see what you're filming, and to plan what your shot will be.
- Always shoot in landscape, and not portrait – as this works best on YouTube and social media.
- Try filming the same action from different angles, for variety.

8. OTHER WAYS TO TAKE PART IN THE CAMPAIGN

As well as the Global Day of Action, there are many other ways in which you can show your support for the **SUPPORT. DON'T PUNISH** campaign:



- Visit www.supportdontpunish.org and follow the links to register and share the campaign through email, Facebook and/or Twitter
- 'Like' and share the Facebook page: www.facebook.com/supportdontpunish
- Download the campaign logo and our specially-designed Facebook 'cover picture' (both available from www.supportdontpunish.org/resources), and upload them to your profile
- Use the campaign's Twitter hash-tag: #supportdontpunish – and your 'tweet' will then be featured on the campaign's homepage
- If you would like to be listed as a 'supporting organisation', please send your organisation's logo and website to campaign@idpc.net – this will then be featured on Facebook and <http://supportdontpunish.org/supporting-ngos/>
- Take part in the [Interactive Photo Project](#): download the campaign poster and submit your photo to campaign@idpc.net
- Use the campaign name, logo and messages on your own websites, reports and presentations
- On June 26th, change your Facebook and Twitter profile pictures to the campaign logo for the day – thus taking part in the Global Day of Action



9. CAMPAIGN TEAM CONTACT DETAILS

www.supportdontpunish.org/resources contains all of the documents, resources and information that you need – including this Guide, the logos, media releases, etc.

If you have any questions or concerns, please do not hesitate to contact the campaign team based in London:

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