



GUIDE TO THE GLOBAL DAY OF ACTION

FRIDAY 26TH JUNE 2015

Global Messages ↔ Local Actions

This document is your step-by-step guide for taking part in the “Global Day of Action” on 26th June 2015. It has been designed to help you plan, promote, deliver and document a high-impact advocacy event in your city.

For more information: campaign@idpc.net



1. ABOUT THE CAMPAIGN

Support. Don't Punish is a global advocacy campaign to raise awareness of the harms being caused by the war on drugs. The campaign aims to promote drug policies that respect human rights and protect public health, to change laws and policies that impede access to harm reduction interventions and other evidence-based services, and to end the criminalisation of people who use drugs.

The heightened risks created by the war on 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 those affected.

The **Support. Don't Punish** campaign's messages are aligned with those recently agreed by leading international drug policy reform organisations at a meeting in New York (January 2015):

- The drug control system is broken and in need of reform.
- People who use drugs should no longer be criminalised.
- People involved in the drug trade at low levels, especially those involved for reasons of subsistence or coercion, should not face harsh or disproportionate punishments.
- The death penalty should never be imposed for drug offences.
- Drug policy in the next decade should focus on health and harm reduction.
- By 2020, governments should redirect a tenth of the resources they currently spend on drug control to harm reduction programmes – 10 per cent by 2020.

For more information about the campaign, please visit our website in [English](#), [Spanish](#) and [French](#).



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 June 26th each year.

June 26th is the [United Nations' International Day Against Drug Abuse and Illicit Trafficking](#) – a day when many governments celebrate their contributions to the global 'war on drugs'. In the past, some 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” the message on this important day.

June 26th is also the [United Nations' International Day in Support of Victims of Torture](#) – an ironic coincidence given the widespread torture and abuse suffered in the name of the war on drugs.

The plan for 26th June 2015 is simple – a wide variety of actions will take place in cities around the world. By getting people to wear **SUPPORT. DON'T PUNISH** t-shirts, hold banners, or display the campaign logo in some other way, these local actions become part of a global campaign – in solidarity with the actions taking place in other cities around the world.

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 AND 2014?

A global show of force for drug policy reform, harm reduction and human rights.

On 26th June 2013, people in 41 cities from around the world took part in the first-ever Global Day of Action. On 26th June 2014, activists in 100 cities undertook a wide range of actions – including:

- Press conferences or media releases
- Street displays: dance shows, graffiti and pavement art
- Gatherings, rallies and demonstrations outside of key landmarks
- Processions and parades through the city
- Musical and sporting events, cultural events and drama skits for the public
- Conferences, workshops and seminars to raise awareness about the issues
- Social media campaigns: Facebook, Twitter, etc
- Interviews on television and radio shows, features in newspapers
- Launches of materials, reports, comic books and publications
- Petitions
- Enabling people who use drugs to tell their stories and be heard
- The [support. Don't Punish Interactive Photo Project](#)

In [Minya](#) (Egypt), partners organised a 'human chain' followed by a boat show on the Nile.

In [London](#) (UK), a number of celebrities – including Russell Brand, Sir Richard Branson and Sting – signed a letter to the Prime Minister calling for reform. Outside the Houses of Parliament, there was an accompanying protest using a giant inflatable banner.

In [Moscow](#) (Russia), members of the infamous punk band "Pussy Riot" joined activists for a number of photos, which gained media attention.

There are so many more examples too – you can find more information at:

- [Support. Don't Punish Global Day of Action 2013](#)
- [Support. Don't Punish Global Day of Action 2014](#)
- Blog: [One month on from the Global Day of Action](#)
- Blog: [A Global Day of Action for drug policy reform in more than 100 cities](#)
- [Independent evaluation of the Support. Don't Punish campaign: January 2013 to December 2014](#)

You can also [watch our video](#) that summarises what happened last year.

[Help to make 26th June 2015 the biggest and the best Global Day of Action yet!](#)

Some of the best photos from the Global Days of Action in 2013 and 2014:



London, UK



Minya, Egypt



Paris, France



La Paz, Bolivia



Patna, India



Moscow, Russia



New York, USA



Bucharest, Romania



Kyiv, Ukraine



Tulza, Bosnia and Herzegovina



Kuala Lumpur, Malaysia



Abuja, Nigeria



Port Louis, Mauritius



Milla de Oro, Puerto Rico



Bandung, Indonesia



Harare, Zimbabwe



4. WHAT CAN YOU DO IN 2015?

The aim for the Global Day of Action is to produce high-profile and visually symbolic local actions. It is entirely up to you to decide what these actions are – and this decision depends on what is feasible, safe and affordable, what works best in the local context, and what you think will have the greatest impact.

The numbers involved can range from 10 or 20 people, to more than 100 people in some cities – and we hope that the examples from other cities can serve as inspiration as well.

The only requirement we ask is that these actions are connected to the global campaign by using the [Support. Don't Punish logo](#). This could be on t-shirts, banners, posters, reports or other materials.

This allows us to tie together the local actions and to demonstrate that they are all part of a coordinated global effort.

In many cities, you may also decide to use the SUPPORT. DON'T PUNISH logo alongside that of your organisation, your partners, and other campaigns such as:

- [The 10 by 20 campaign](#)
- [The Drug War Peace Initiative](#)
- [No More Drug War](#)

... and many more.

Media Outreach

One of the greatest impacts that the campaign can have is with the local and international media – attracting positive media attention and raising awareness of the campaign issues. We recommend that local partners engage with the local media ahead of June 26th, and we will provide template media releases to assist with this process.

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

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



5. ADVOCACY MESSAGES

The Day of Action also works best when it is tailored to local needs, and when it is part of a broader advocacy effort – rather than just a one-off event.

Over the last two years, the most successful actions focused on an important local issue. This might be a specific national policy, compulsory drug treatment, documented human rights abuses, police misconduct, drug consumption rooms, or any other ‘hot topic’ that fits within the campaign aims. If you are looking for inspiration, here are some messages that you may wish to use:

The UNGASS on drugs

In April 2016, there will be a major international meeting to discuss the world drug problem and debate the future of drug policies – the UN General Assembly Special Session (UNGASS) on drugs. This meeting has become a focus for international advocacy:

- [The official UNGASS website](#)
- [The IDPC webpage about the UNGASS](#)

The 26th June 2015 will be the last ‘Global Day of Action’ before this major meeting, so is an excellent opportunity to call for reform. You could, for example, request a roundtable between civil society and government officials to discuss your government’s position. Or you could organise an event to raise public and media awareness about the UNGASS, or a public gathering outside the national drug agency to call for the end of criminal sanctions for people who use drugs.

Harm reduction funding: “10 by 20”

Harm Reduction International recently launched the 10 by 20 campaign calling on governments to redirect 10 percent of the money that they currently spend in the war on drugs to harm reduction.

Globally, governments spend an estimated US\$ 100 billion on drug enforcement each year, yet harm reduction is underfunded – only 7 percent of the estimated funding need is being met. You could use this angle to draw media and public attention to the campaign – perhaps even using national data if you can find it.

Remember that this is not a call for “new” money, but for a reallocation of funds to where they can have the greatest impact. It is about making sure that public funds are not being wasted.

Ending the death penalty for drug offences

The death penalty is a key issue – and has received a lot of attention since Indonesia’s execution of six people in January. You could highlight this issue by hosting a vigil to remember the victim: an estimated 1,000 people are executed every year in the name of drug control.



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

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

A. LOGISTICS	TICK WHEN COMPLETED
Contact campaign@idpc.net to let us know that you are interested, and to then let us know what you are planning.	
Visit our website and our Facebook and Twitter accounts, to familiarise yourself with the documents and resources and to sign-up for more information.	
Identify a local lead person for the Day of Action, who can 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. You should discuss the type of actions you want to do, the location(s), the budget that you have, and the tasks that need to be shared.	
Estimate how many people will attend, and make arrangements for any materials needed (such as t-shirts). Contact campaign@idpc.net or visit our website for high-resolution logos.	
If you need funding or resources, then please contact campaign@idpc.net and we will try to help. We have small grants (USD 1,000 maximum) for some cities – but the deadline for funding requests is 29th May 2015.	
Prepare any other materials required for the action – these may include leaflets, banners, posters, flags, costumes, badges, stickers, stencils, etc.	
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 here .	
On June 26th, arrive early at the location of the action to prepare.	
Collect quantitative and qualitative data from the action and feed this back to us: How many people attended? How many leaflets or reports were given out? How many journalists or policy makers came along? How many people saw the action?	
After June 26th, 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 be listed as a supporter of the campaign – please send your organisation’s logo 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 .	
➤ 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 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 June 26th, 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 June 26th, 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 here . 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 June 26th itself – also available here . 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 June 26th, please keep the campaign team updated with links to any media coverage of the campaign – please send these to campaign@idpc.net .	



7. DOCUMENTING AND EVALUATING 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.

You should also collect data from the event if you can. How many people attended? How many journalists or media photographers attended? This helps us to understand the global reach of the local events, and we will contact all event organisers after June 26th to try and collect this information.

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 the [campaign website](#) and follow the links to register and share the campaign through email, Facebook and/or Twitter
- 'Like' and share the [Facebook page](#)
- Download our specially-designed Facebook '[cover picture](#)', and upload it to your profile
- Use the campaign's hash-tag: [#supportdontpunish](#) (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 on the [campaign website](#)
- 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

The [Resources](#) page on the campaign website 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:

<p style="text-align: center;"> Jamie Bridge jbridge@idpc.net Skype: bridgejamie</p>	<p style="text-align: center;"> Marie Nougier mnougier@idpc.net Skype: marie.nougier</p>
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