



HOW-TO GUIDE

GLOBAL DAY OF ACTION 26th JUNE 2017*

ORGANISING A GATHERING, MARCH OR FLASH MOB

This How-To Guide is part of a series designed to provide step-by-step advice and inspiration if you are interested in the [2017 Global Day of Action](#). It has been designed to help you plan, promote, deliver and document a high-impact advocacy action in your city. If you have any questions or require any further assistance, please contact us at campaign@idpc.net or through the new [Slack channel](#) for the campaign.

* Actions may take place on or around Monday 26th June 2017, as required in each local setting.

www.supportdontpunish.org

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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 calls for better drug policies that respect human rights, protect public health and strengthen harm reduction services. Crucially, the campaign also calls for an end to the criminalisation of people who use drugs. The key messages include:

**The harms being caused by the war on drugs can no longer be ignored.
We need more humane drug policies that support, and don't punish, people who use drugs.
It is time to leave behind harmful politics, ideologies and prejudices.**

Under this broad umbrella, there are many local messages, causes and reforms which you may want to focus on, and we encourage you to use this campaign to enhance your existing advocacy work. To assist this, we have designed some additional logos this year which you may want to use:



Additional logo straplines and [translations](#) can be requested free of charge by emailing campaign@idpc.net. We also encourage partners to use the **SUPPORT DON'T PUNISH** logos alongside those from other campaigns such as [10 by 20](#), [Drug War Peace](#), [Anyone's Child](#), and others.



ABOUT THE GLOBAL DAY OF ACTION

The **Global Day of Action** is one of the main campaign activities each year – and started back in 2013. On (or close to*) the 26th June each year, supporters and activists in more than 100 cities around the world take part in the campaign by organising a wide range of actions and events to raise awareness and push for local reforms and debate.

Why the 26th June?

The 26th June is the [United Nations' International Day Against Drug Abuse and Illicit Trafficking](#) – a day on which many governments celebrate their contribution 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 and rebalance the message on this day.

What actions?

There is an endless list of actions or events that can be organised on this day in cities around the world. These are organised by local partners and networks – and include public gatherings, flash mobs, art displays, workshops, music events, sports events, press conferences, panel discussions and report launches. By prominently displaying one of the **SUPPORT DON'T PUNISH** logos at these actions (such as on t-shirts, posters or banners), these local events become part of a global show of force for reform.

***Note:** Depending on local contexts and needs, the action may be held on Monday 26th June 2017, or near to it. For example, we are aware that this year 26th June is Eid al-Fitr in many countries – so events may need to be organised for later that week.



ORGANISING A GATHERING, MARCH OR FLASH MOB

A public gathering, protest, parade or march can be a visually striking and attention-grabbing way to highlight your issues as part of the **SUPPORT DON'T PUNISH** campaign. They are opportunities to engage the public, to gain media attention, and to get a response from policy-makers. They are also relatively simple to coordinate in terms of costs and effort. “Flash Mobs” have increasingly been used for advocacy in recent years, and involve a large gathering of people who then “spontaneously” engage in an unusual act – such as a choreographed dance or song, cheering or booing, or [freezing like statues](#). Many countries have held actions like this in the past, across all continents.

Below are some of the recommended steps and tips for running a successful gathering, march or flash mob event this year:

1. GATHER PARTNERS

Reach out to other local organisations and individuals who are interested in the campaign – especially networks of people who use drugs or other affected populations. Organise a meeting or a call to agree the plans, agree the roles that different partners will take, and identify a lead person for coordination. Ask everyone to visit our [website](#), [Facebook page](#) and [Twitter account](#) to familiarise themselves with the campaign.

2. CHOOSE YOUR MESSAGE

Under the broad umbrella of the **SUPPORT DON'T PUNISH** campaign, what is the more specific call that you want to make locally? We encourage you to use the campaign to enhance existing advocacy work: do you want to support or open local harm reduction



📍 Indonesia, June 2016



📍 Cote D'Ivoire, June 2016



📍 Ireland, June 2015

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services, call for changes to the national drug laws, or raise awareness of the harms facing people who use drugs? Use the most appropriate [campaign logo](#), or contact us if you would like a different design or translation.

3. CHOOSE YOUR LOCATION

For the greatest results, you want to choose a safe location that is an important landmark or picturesque place of interest, and/or relevant or symbolic for the issues being raised – such as a place where drug-related harms are known to be prevalent, or a policy-making building such as the local parliament. Picking the right location(s) can be crucial for gaining media and public interest – but note that some places prohibit gatherings of this kind or require a license or advance notice. Set a time that is convenient for most supporters, but ideally one that also fits with local media deadlines for coverage the next day (or that evening).

4. WHAT WILL YOU DO WHEN YOU GET THERE?

Once everyone has gathered at the agreed location(s) and time(s), what will they do? Prepare signs and banners in advance using the **SUPPORT DON'T PUNISH** logo that are eye-catching and explain the issue or show some of the key statistics and shocking facts. Prepare some chants or organise for musicians or drummers to be there – this will make sure that your gathering cannot be ignored! You could choose to have some speakers at the event – so reach out to a diverse range of local experts, celebrities, politicians, poets or affected individuals who are knowledgeable about the issue (and make sure that you have a microphone and amplifier ready on the day).



📍 Spain, June 2016



📍 France, June 2013



📍 Tunisia, June 2015

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5. LET US KNOW WHAT YOU'RE DOING, AND WHAT YOU NEED!

As soon as possible, please let us know what your plans are for the 26th June, and how we can help. You can contact us by email, or using the new [Slack channel](#) for the campaign – which allows you to share ideas and information with the campaign coordinators but also with other partners from around the world. If you can estimate how many people will attend, we can send out t-shirts, badges, stickers and posters for the campaign. We may also be able to provide a small campaign grant (about US\$ 500 – US\$ 1,000 per country) to assist you with your event. All of this is allocated on a ‘first-come, first-served’ basis – so the sooner you submit your request, the better!

6. PROMOTE YOUR EVENT

Use free tools such as Facebook and Twitter to promote your gathering, march or flash mob, as well as promoting it by talking with other partners, friends, groups and organizations. You could also hand out flyers, write blogs or get a feature in the local media to promote the event. Once you let us know your plans, we will also include these on the global website and social media accounts.

7. ENGAGE THE MEDIA

We will provide a template media release that you can use in advance of your action, as well as one that can be issued on the day itself. You should also directly invite journalists, reporters and press photographers to the event, using the press release to explain what is happening. Please also read the campaign’s media and social media guide for more information and guidance.



🇬🇧 United Kingdom, June 2014



🇮🇳 India, June 2016



🇲🇺 Mauritius, June 2015



8. THE INTERACTIVE PHOTO PROJECT

During the gathering or event, you could also encourage those participating (and passers-by) to take part in the **SUPPORT. DON'T PUNISH** [Interactive Photo Project](#) as well, to show their support as part of a global photo petition. More than 8,000 photos have been submitted from around the world already. Taking part is simple: just take a photo with the campaign logo, and then send it to campaign@idpc.net to be uploaded onto the website and social media. We have designed a [campaign poster](#) for you to print.



9. DOCUMENT YOUR EVENT

We strongly recommend that you arrange for someone to take photos and videos throughout your event, in order to document the action online and create a permanent record. You can take quality film footage of your action using your phone or a camera (where possible, we recommend a camera – even if you need to borrow one). You could also ask several people to film the event, and collate the footage afterwards. Here are some tips to get good video footage:

- Hold the camera or phone steady throughout: use something to lean on, or keep your elbows against your body.
- Don't move too quickly, including when following people.
- Give yourself time to see what you're filming, and to plan what your shot(s) will be.



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- Always shoot in landscape rather than portrait – as this works best on YouTube and social media.
- Try filming the same action from different angles.

After the event, please send any related news articles, photos, videos or social media links to campaign@idpc.net. We also want to know how your event went: How many people attended? How many journalists or media photographers attended? Did any policy makers attend? What would you do differently next time? This helps us to understand the impact of the campaign, and to improve things for future years.

10. ABOVE ALL ELSE: STAY SAFE!

Please prioritise the safety of yourself, your partners and your participants on the day. If holding a gathering or protest requires breaking the law, blocking roads or entrances, or risking arrest or violence, then we encourage you to consider an alternative action instead. Gatherings, marches and flash mobs are very effective when managed well, so we have created a [risk assessment](#) tool to help you manage your event and install the necessary safeguards and protections.

ADDITIONAL INFORMATION AND RESOURCES

You can view previous actions from around the world from [2016](#), [2015](#), [2014](#) and [2013](#). Additional resources can be found at <http://supportdontpunish.org/resources/>, and also on the new [Slack channel](#).



📍 Senegal, June 2014



📍 USA, June 2014



📍 Tajikistan, June 2016



OTHER WAYS TO TAKE PART

If organising an event on the Global Day of Action is not possible, 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 with friends and colleagues
- 'Like' and share the [Facebook page](#), and follow us on [Twitter](#)
- Use the hash-tag **#supportdontpunish** on Facebook, Twitter, Instagram, YouTube and other platforms
- If you want to be listed a campaign '[supporting organisations](#)', please send your logo and URL to campaign@idpc.net
- Take part in the [Interactive Photo Project](#) (see above)
- On June 26th, change your social media profile pictures to the [campaign logo](#) for the day

9. CAMPAIGN TEAM CONTACT DETAILS



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