



HOW-TO GUIDE

**GLOBAL DAY OF ACTION
26th JUNE 2017***

ORGANISING SPORTS OR MUSIC EVENTS

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.

WWW.SUPPORTDONTPUNISH.ORG



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 SPORT OR MUSIC EVENT

Since 2013, a number of local partners have organised sports or music events on 26th June to mark the **SUPPORT DON'T PUNISH** Global Day of Action 2017. These kinds of events can be logistically challenging, but have a broad public appeal – especially when the musical act or sport teams are related to, or willing to support, the issue being discussed (i.e. a football game between people who use drugs and journalists or police officers).

Below are some of the recommended steps and tips for running a successful sport or music 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. Reach out to local musicians, bands and sportspeople using any contacts that you may have as a group. If you do manage to secure high-profile musicians for your event, perhaps ask if they could perform drug-related songs or maybe even write a new song linked to the **SUPPORT DON'T PUNISH** campaign! Ask everyone to visit our [website](#), [Facebook page](#) and [Twitter account](#) to familiarise themselves with the campaign.



↗ In June 2016, Belgium held a concert featuring Didier Odieu and Daniel Hélin.



↗ In June 2016, Lebanon organised a basketball game between the Internal Security Forces (ISF) and beneficiaries of the Escalé Community Center.

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 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. PLAN YOUR EVENT

For both sports and music events, you will need a suitable location – ideally a location that will engage passers-by as well. In most cases, you will require some form of license or paperwork to hold such an event: for music events, in particular, there are a range of noise and crowd regulations to consider in many cities. Take care to review these properly in order to prevent your event being shut down prematurely. For music events in particular, be sure to arrange or hire suitable equipment such as speakers and microphones. Set a time that is convenient for your participants or musicians, but ideally one that also fits with local media deadlines for coverage the next day (or that evening).

4. KEEP PARTICIPANTS ENTERTAINED

For a sports event, it is important to ensure that there is music playing, water available, and plenty for participants and spectators to do alongside the games themselves. At both sports and music events, you could provide t-shirts, posters and flyers about the campaign.



↳ In June 2016, the Philippines held an evening event of music, poetry and speeches



↳ In June 2014, Nigeria organised a community football match to help raise awareness



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. 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 event, 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

It may be hard to engage the media for a sports or music event, but 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.



→ In 2013, the **SUPPORT DON'T PUNISH** campaign helped to sponsor the Indonesian team for the Homeless World Cup in Poland



→ In June 2014, actions in **Russia** included a photo shoot with members of the infamous punk group **Pussy Riot**



8. THE INTERACTIVE PHOTO PROJECT

During the sports or music event, you could encourage people 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. If you have invited high-profile musicians or sportspeople, try and engage them for the Photo Project too. 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.



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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.
- 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 performing an event is likely to result in police interference or arrest, then we encourage you to consider an alternative action instead. We have created a [risk assessment](#) tool to help you install the necessary safeguards and protections.

11. 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](#).

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12. 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

13. CAMPAIGN TEAM CONTACT DETAILS



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