



# HOW-TO GUIDE

## GLOBAL DAY OF ACTION 26th JUNE 2018\*

### ORGANISING A WORKSHOP, SEMINAR OR FILM SCREENING

This How-To Guide is part of a series designed to provide step-by-step advice and inspiration if you are interested in the [2018 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](mailto:campaign@idpc.net) or through the new [Slack channel](#) for the campaign.

\* Actions may take place on or around Monday 26th June 2018, as required in each local setting.

[www.supportdontpunish.org](http://www.supportdontpunish.org)

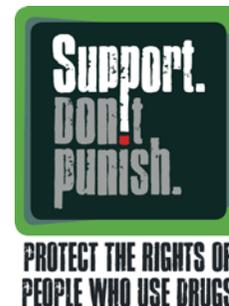


## ABOUT THE CAMPAIGN

**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](mailto: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.

### ORGANISING A WORKSHOP, SEMINAR OR FILM SCREENING

Events such as workshops, seminars and film screenings can be a great way to engage an interested audience in a more detailed discussion on key issues. When promoted well, these events can also be great in terms of engaging and informing policy makers, opinion formers and the media – and obtaining positive coverage and outcomes as part of the **SUPPORT DON'T PUNISH** campaign. Below are some of the recommended steps and tips for coordinating a successful workshop, seminar or film screening:

#### 1. GATHER PARTNERS AND SELECT THE ISSUE(S)

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 and select the most important messages for the local context. These could be, for example, promoting existing harm reduction services, or highlighting specific issues with current national laws. You should also try and clarify 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](#) beforehand to familiarise themselves with the campaign.

#### 2. CHOOSE YOUR PANEL / FILM

The key to success for an event of this kind is who you get to speak about the issues you are focusing on. These ideally need to be high-profile individuals or people with a compelling, personal story to tell – as this will help to boost your attendance and the media attention you receive. If selecting a film, make sure that you have permission to do a public screening. You might still want to have speakers before or after the screening



📍 United Kingdom, June 2015



📍 Argentina, June 2016



📍 Guinea, June 2016

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too – perhaps people who were involved with the film itself, or others who can expand and discuss the issues in the film. In all circumstances, aim for a balanced panel in terms of gender and other demographics, and try to be inclusive of a range of perspectives if you are seeking to have a proper debate on the issues. Be realistic too in terms of how much time you have available – be sure to leave time for participants to ask questions and participate in the discussions.

### 3. CHOOSE YOUR VENUE

For the greatest results, you want to choose a location and time that is easily accessible for people, including the media. As funding is likely to be limited, you may want to explore academic venues such as universities or colleges, rather than hotels. Select a venue that has ample space and light, and one that allows you to display the campaign logos and other visuals around the room. Make sure you have the right equipment as well – projectors, computers, microphones, speakers, etc. – and be sure to test this all before the event starts! If possible, catering an event can also significantly boost participation – whether it is just snacks, a lunch, dinner or a reception afterwards.

### 4. PROMOTE THE EVENT WIDELY

Make full use of social media, traditional media, posters, advertisements, flyers, blogs, newsletters and word-of-mouth to promote the event as much as you can – this is essential to make the event a success. Ask all of your partners to do the same as well. We strongly recommend against charging an entrance or registration fee for events, but you may want to use a free online event management system such as [www.eventbrite.com](http://www.eventbrite.com) to manage attendees and get their details in advance. Make sure you provide clear details about the location, times and speakers in order to attract people on the day.



📍 Montenegro, June 2016



📍 Ghana, June 2016



📍 Colombia, June 2017



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### 5. ENGAGE THE MEDIA

We will provide two templates that you can use: a media advisory for use in advance of your action, as well as a media release that can be issued on the day itself. You should also directly invite journalists, reporters and press photographers to the event, using the media advisory to explain what is happening. Please also read the [How-To Guide on Communications](#) for more information and guidance.

### 6. 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 your event, and may also be able to provide a small campaign grant (about US\$ 500 – US\$ 1,000 per country) to assist you. All of this is allocated on a 'first-come, first-served' basis – so the sooner you submit your request, the better!

### 7. DISPLAY THE CAMPAIGN BRANDING

In order to make sure any photos or videos from your events are easily connected to the global campaign, please ensure that the Support Don't Punish logo (and any other relevant logos you might also be using) are displayed on banners or posters around the room. You can also ask the speakers and participants to wear campaign t-shirts or badges. Use the most appropriate [campaign logo](#), or contact us if you would like a different design or translation.



📍 South Africa, June 2016



📍 Hungary, June 2015



📍 Egypt, June 2016



### 8. THE INTERACTIVE PHOTO PROJECT

During the event, you could also encourage those participating (and the speakers themselves) 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](mailto: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 could even consider live-streaming the discussions on social media, in order to reach an ever wider audience. Try and take engaging photos of the audience, panel and speakers to document the event. You can take photos and videos of the event using your phone, but where possible we recommend using a camera – even if you need to borrow one.

After the event, please send any related news articles, photos, videos or social media links to [campaign@idpc.net](mailto: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



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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. ADDITIONAL INFORMATION AND RESOURCES

You can view previous actions from around the world from [2017](#), [2016](#), [2015](#), [2014](#) and [2013](#). Additional resources can be found at <http://supportdontpunish.org/resources/>, and also on the new [Slack channel](#).

### 11. 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](http://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](mailto: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](#)



📍 Benin, June 2016



📍 Australia, June 2014



📍 Burundi, June 2016



## 12. CAMPAIGN TEAM CONTACT DETAILS



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