



Resourcing grassroots organising towards reform:

A lifetime evaluation of the *Support. Don't Punish* campaign (2013-2023)

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[@SDPcampaign](https://twitter.com/SDPcampaign)



[/supportdontpunish](https://facebook.com/supportdontpunish)



[@supportdontpunish](https://instagram.com/supportdontpunish)

— Origins and evolution

- A political choice



The campaign.

— Core activities —

- Global Day of Action (26 June)
+ Small grants programme
- Photo Project
- Initiatives Programme
- Networking & skill-sharing
- Cultivating leadership



The evaluation.

— Methodology —

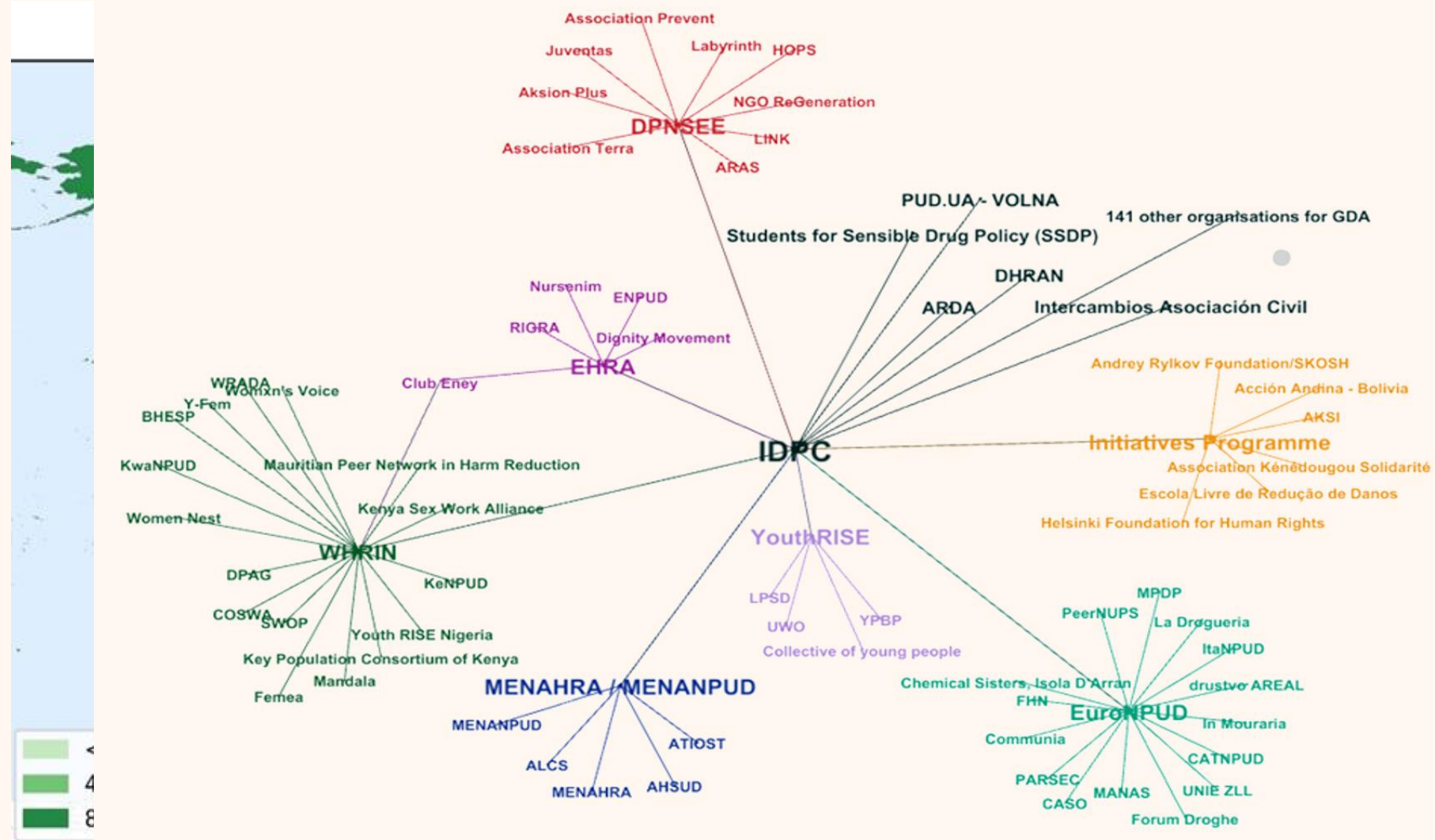
- *Contribution analysis* approach
- Data collection
 - Evidence review
 - Comms & feedback data
 - Network mapping
 - Multilingual survey (n=197)
 - Interviews (n=14)
(local partners, sister hubs, IDPC staff, UN & donors)
 - Case studies (n=5)



Findings.

— Growth —

- Involvement
- Reach

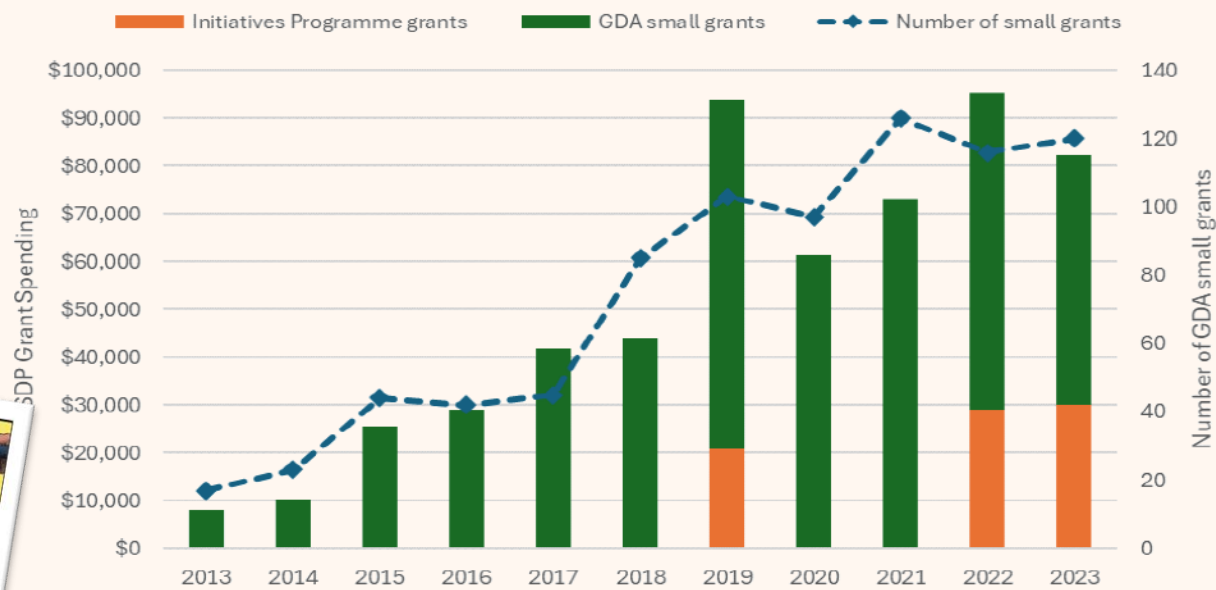
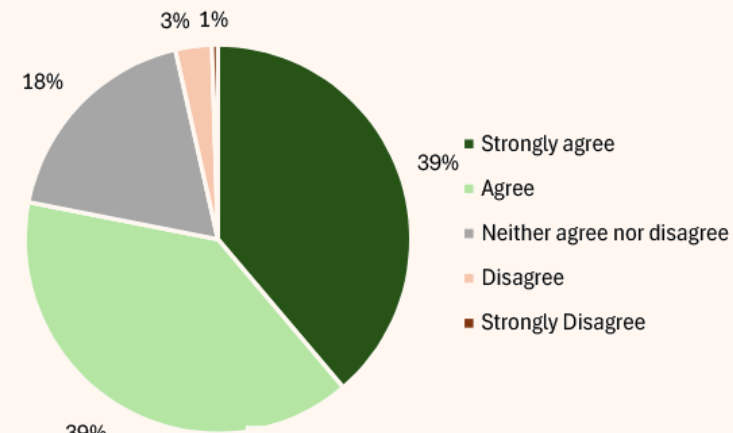


Findings.

— Resourcing our movement —

- Financial
- Technical support
- Knowledge & advocacy resources

The support and resources provided by the campaign has widened the reach of our work (n: 197)



Number and amount of SDP grant spending



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SDPcampaign



/supportdontpunish

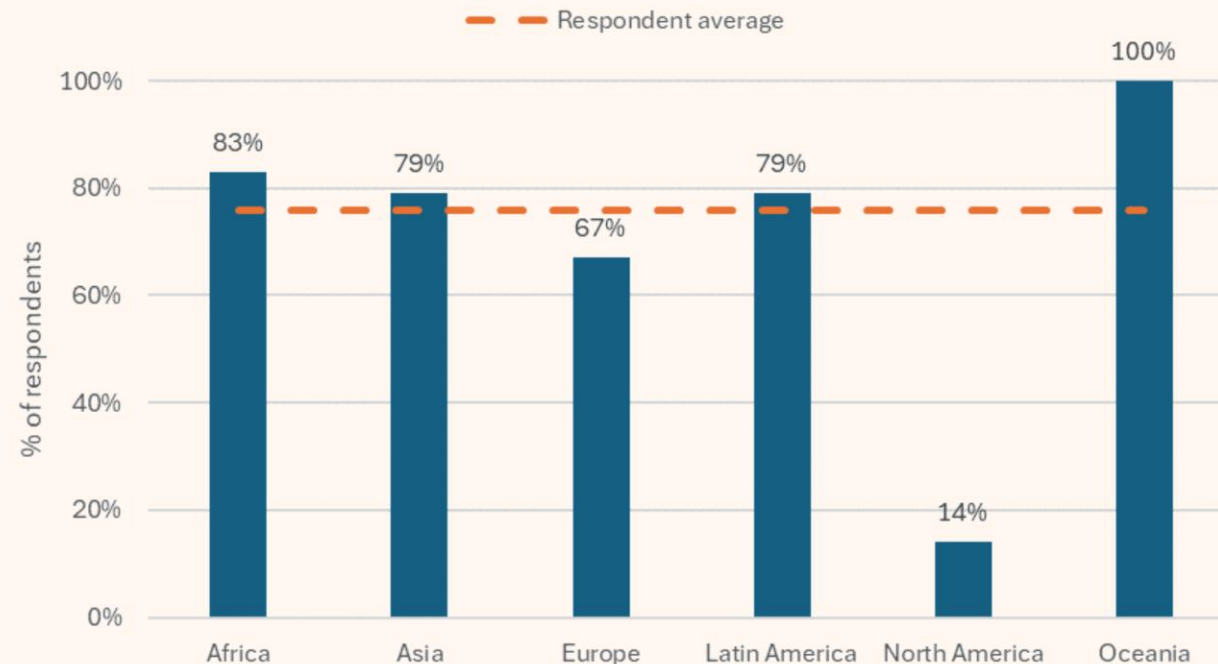


@supportdontpunish

Findings.

— Tackling stigma —

- 76% of survey respondents
 - Storytelling & representation.
 - Safe spaces.
 - Outreach.
- Case study: Skoun, Lebanon



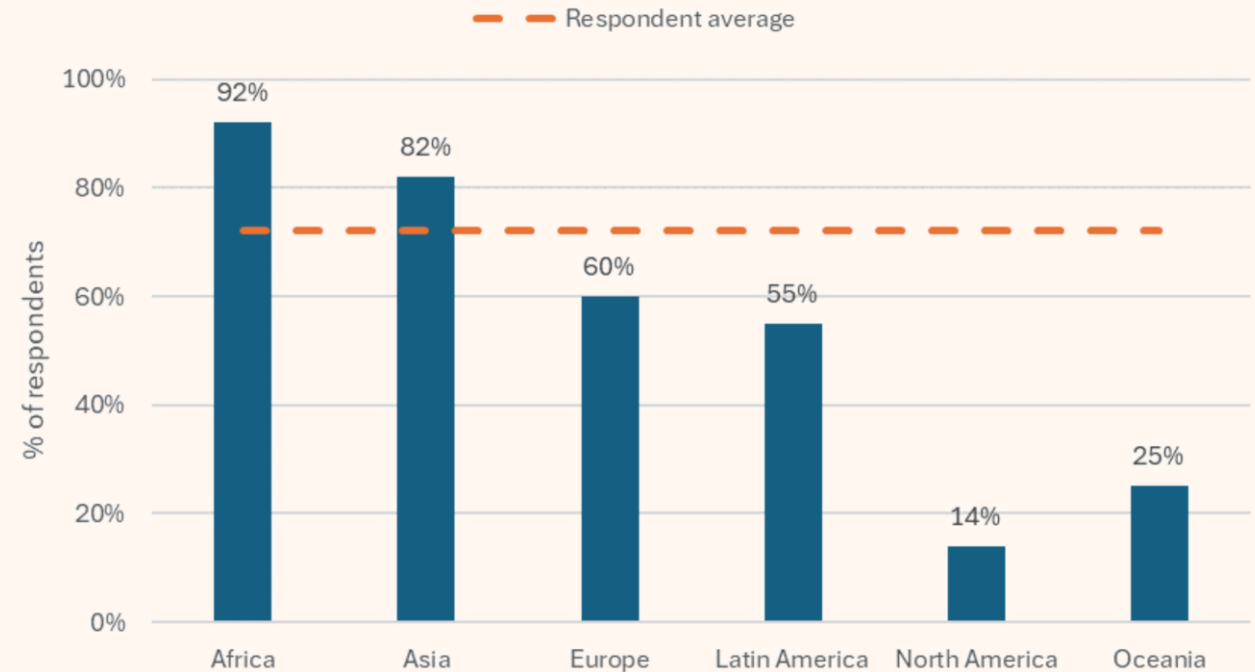
Michelle Wazan, Skoun



Findings.

— Dialogue with decision-makers —

- 72% of survey respondents
 - Increased communication
 - Work to improve service access
 - Advisory groups
 - Consultation
 - Trainings
- Case study: IDUCARE, Philippines



“In a diplomatic way we correct them... they always see treatment as ‘voluntary’, but it's not really voluntary [if] you're forced to volunteer.”

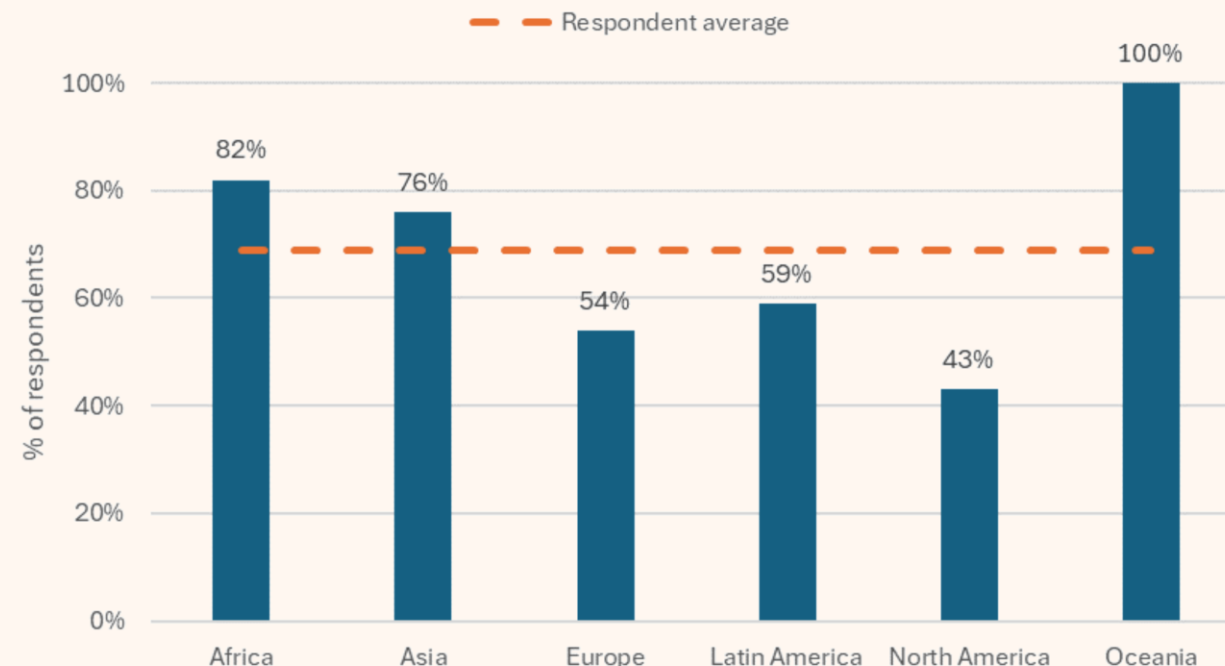
Johan -Panki- Nadela, IDUCARE



Findings.

— Changing narratives —

- 69% of survey respondents
 - Media coverage
 - Positive narratives
 - *Wider public opinion?*
- Case study:
Acción Técnica Social, Colombia



“

They now come to us
in order to validate and find reliable
information on drug policy and drugs

Vannesa Morris, ATS



Findings.

— Subverting punitive policies & practices —

73% of survey respondents

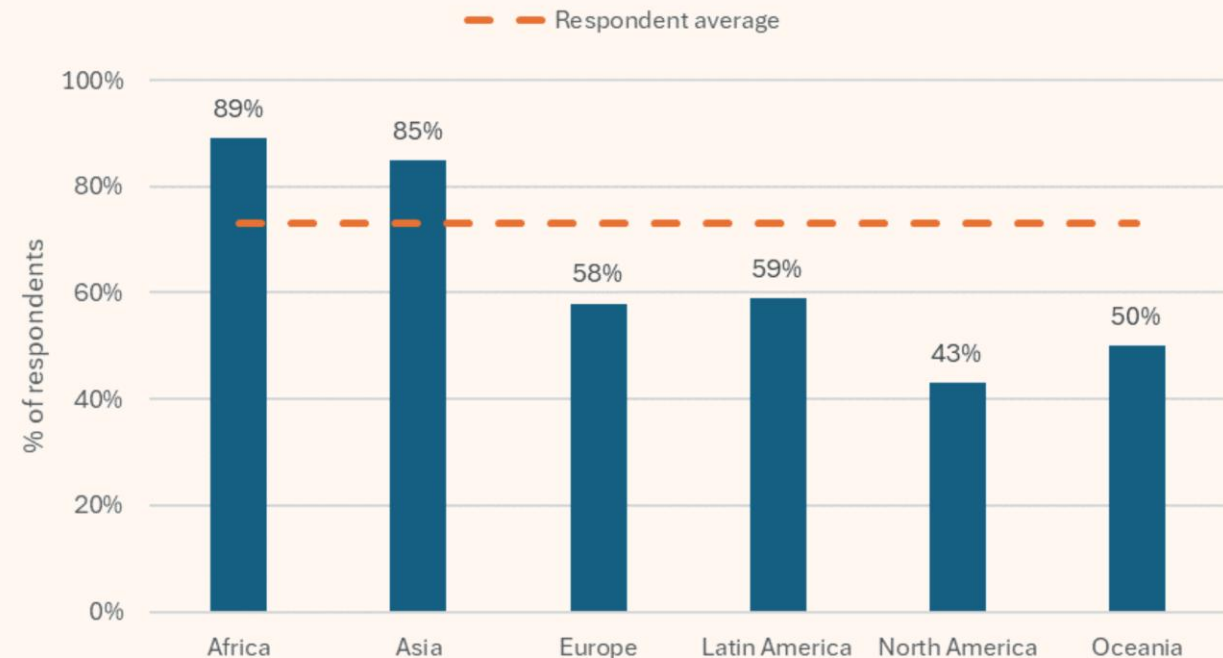
- Changing policymakers' views.
- Laws, bills, normative guidance
- Contribution!
- Case study: Zimbabwe Civil Liberties and Drug Network



What the Support. Don't Punish campaign is advocating for is **exactly what the Zimbabwe National Drug Master Plan is now also advocating for.**



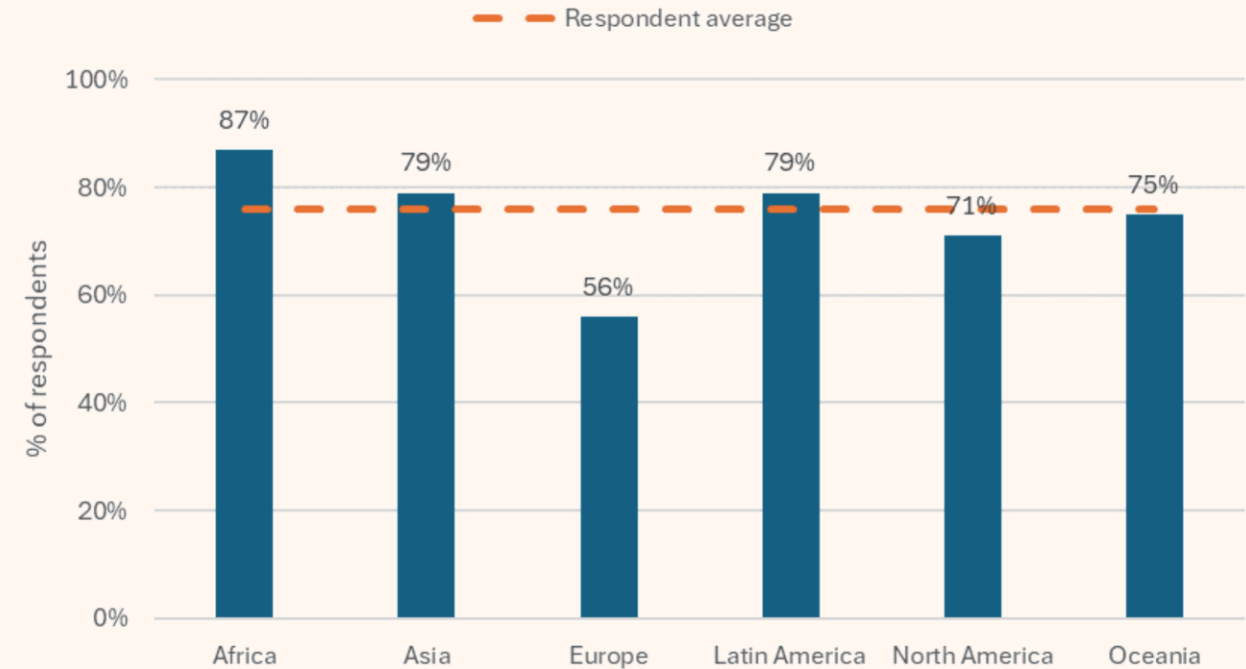
Wilson Box,
Zimbabwe Civil Liberties and Drug Network



Findings.

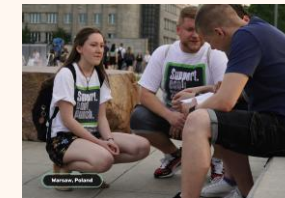
— Growing the movement —

- Bigger & more active community: 76%
- Sense of belonging: 97%
- Increased confidence: 82%



It is important that community unifies around one voice. **They may have different ways of expressing it, but that common message is: Support. Don't Punish. Recognise people's humanity. Respect their dignity.**

Zaved Mahmood, OHCHR



Lessons & recommendations.

— Taking the campaign to the next level —

- Leadership
 - ↳ Leadership Network
- Strategy
 - ↳ ToC validation process
- Communications
 - ↳ New communications strategy
- Reporting
 - ↳ Pro-bono support re: online platform re-dev
- Sustainability
 - ↳ Consultancy re: fundraising beyond the 'bubble'



Any questions?

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