



**GLOBAL DAY OF ACTION
26 JUNE 2016**

MOBILISATION GUIDE

Local Actions, Global Voice

This document is your step-by-step guide for taking part in the 2016 Global Day of Action. It has been designed to help you plan, promote, deliver and document a high-impact advocacy event in your city. If you have any questions or require any further assistance, please contact 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 which impede access to harm reduction interventions and other evidence-based services, and to end the criminalisation of people who use drugs.

The harms being caused by the war on drugs can no longer be ignored – so we are calling for more humane drug policies that support, and don't punish, people who use drugs. It is time to leave behind the harmful politics, ideologies and prejudices – and prioritise the health and welfare of those affected.

There are many messages which fit under the broad umbrella provided by the **SUPPORT. DON'T PUNISH** campaign, and you may have your own specific local or national ones too. But, broadly speaking:

By **SUPPORT**, we mean:

- Protect the human rights of people who use drugs – including their right to health and right to life.
- Provide harm reduction services (such as sterile injecting equipment, safer injection facilities and overdose prevention) that have been proven to work around the world.
- Provide those in need with appropriate health and social care services.
- Provide those in need with humane and effective drug treatment.
- Make sure these services are funded – by diverting just a small fraction of what we spend on drug law enforcement into the health and harm reduction budgets instead.¹

By **DON'T PUNISH**, we mean:

- Stop demonising people who use drugs that have been deemed illegal.
- End the criminalisation of people who use drugs, as well as other low-level, non-violent drug offenders.
- Stop disproportionate responses to drug offences – such as mandatory life sentences.
- Stop the systemic abuses of people who use drugs – including at the hands of the police.
- End the use of the death penalty for all drug offences.

The 2016 Global Day of Action is particularly important, coming just after both the UN General Assembly Special Session (UNGASS) on drugs and the UN High Level Meeting on HIV/AIDS – and our international communications for the campaign will focus on reflecting on the implications of these major milestones.

¹ This message is from the “10 by 20” campaign from Harm Reduction International, which fully aligns with the **SUPPORT. DON'T PUNISH** campaign: <http://www.ihra.net/10by20>

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 or around the 26th June each year.

The 26th June is the [United Nations' International Day Against Drug Abuse and Illicit Trafficking](#) – a day that on which 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.

Coincidentally, the 26th June 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 the 26th June 2016 is simple – a wide variety of 'actions' will take place in cities around the world, all organised by local partners and networks. By prominently displaying the **SUPPORT. DON'T PUNISH** logo in these actions (such as on t-shirts, posters, placards or banners), these local events become part of a larger global action – in solidarity with the actions taking place in other cities around the world.



France

3. WHAT HAPPENED IN PREVIOUS YEARS?

The SUPPORT. DON'T PUNISH campaign has become a global show of force for drug policy reform, harm reduction and human rights.



Bosnia and Herzegovina



Tanzania

Since 26th June 2013, the Global Day of Action has grown in strength and scale: from 41 cities in the first year, to 100 cities in 2015 and 160 cities in 2016. A huge variety of different actions have been held, including:

- Street displays, dance shows, graffiti and pavement art
- Gatherings, rallies and demonstrations outside of key landmarks
- Processions and parades through the city
- Press conferences or media releases
- Musical events, cultural events and drama shows for the public
- Conferences, workshops and seminars to raise awareness about the issues
- Sporting events such as football matches
- Social media campaigns on Facebook, Twitter, etc
- Interviews on television and radio shows, and features in local newspapers
- Launches of materials, reports, comic books and publications
- Petitions



Bolivia

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In **Egypt**, partners organised a 'human chain' followed by a boat show on the Nile.



In **the UK**, a number of celebrities – including Russell Brand, Sir Richard Branson and Sting – signed a letter to the Prime Minister calling for reform. This was then accompanied by a protest, and an inflatable banner, outside of the Houses of Parliament.



In **Russia**, members of the infamous punk band "Pussy Riot" joined activists for a number of photos, which gained media attention.



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In **Senegal**, local partners organised an awareness walk through the city.



In **Puerto Rico**, partners collaborated on a demonstration and a huge wall painting with “No More War on Drugs”.



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

<http://supportdontpunish.org/day-of-action-2013/>

<http://supportdontpunish.org/day-of-action-2014/>

<http://supportdontpunish.org/day-of-action-2015/>

<http://idpc.net/publications/2015/04/independent-evaluation-of-the-support-don-t-punish-campaign-january-2013-to-december-2014>

4. WHAT CAN YOU DO IN 2016?

The aim for the Global Day of Action is to produce high-profile and visually symbolic local actions. It is entirely up to you what these actions are – and this decision should be made based on what is feasible 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.

To maximise the collective impact of the actions, all we ask is that these actions are connected to the global campaign by prominently using the SUPPORT. DON'T PUNISH logo.

This could be on t-shirts, banners, posters, reports or other materials – and it allows us to tie together the local actions and to demonstrate that they are all part of a coordinated global effort. You may also decide to use the **SUPPORT. DON'T PUNISH** logo alongside that of your own organisations, partners or other campaigns.

In *the USA*, for example, protests outside of the UN headquarters included **SUPPORT. DON'T PUNISH** banners and t-shirts alongside those for the Drug Policy Alliance's 'No More Drug War' campaign among others.



NOTE: In 2016, the 26th June falls on a Sunday. While this may not be a problem in some cities, others may find it harder to mobilise people and media attention at the weekend. You should aim to hold an event on the most suitable day – and this may be Friday 24th June or Monday 27th June, for example.

4.1 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, and allowing people who use drugs to tell their stories and be heard.

We recommend that local partners engage with the local media and photographers ahead of the 26th June events, and we will provide a series of 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. You should also try and take your own videos and photographs of the action too, for use on social media (and the **SUPPORT. DON'T PUNISH** website).

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

4.2 Your Advocacy Messages

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

Over the last few years, the most successful actions were those that focused on important local issues. This might be a specific national law or policy that needs to change, calling for the closure of compulsory drug treatment centres, highlighting documented human rights abuses and cases of police misconduct, calling for drug consumption rooms or other harm reduction services, or any other 'hot topic' that fits within the broad campaign aims.



In **Ukraine**, for example, previous actions have highlighted the damage caused by the removal of harm reduction services following the Russian invasion of Crimea and Eastern Ukraine.

Globally, we will also be using the campaign to highlight the outcomes from two major international meetings in 2016: the UN General Assembly Special Session (UNGASS) on drugs in April, and the UN High Level Meeting on HIV/AIDS in early June. The Global Day of Action is an excellent opportunity to raise awareness of what happened in these meetings, and call for policy reform.



4.3 The Interactive Photo Project

A key part of the **SUPPORT. DON'T PUNISH** campaign is the Interactive Photo Project – see <http://supportdontpunish.org/photoproject/>. More than 7,500 photos have been submitted from around the world as part of this 'photo petition'.

Taking part is simple: just take a photo with the campaign logo and then send it to campaign@idpc.net to be uploaded on the website and social media. You can therefore encourage people at your action to take their photo for the campaign too – and we have designed a [campaign poster](#) for you to download and print.



The Philippines

4.4 Funding and Other Resources

As in previous years, the campaign coordinators – the International Drug Policy Consortium (IDPC) – have a limited number of small grants to support local actions as part of the campaign. The maximum that can be provided is US\$ 1,000 per country, and priority will be given to proposals which will have the greatest impact, where alternative funds are not available, and where people who use drugs play a central role in the development and delivery of the proposals. The deadline for funding requests is 26th May 2016, and decisions and payments will be made before the end of May. If required, decisions may also be made on a 'first-come, first-served basis'. Funding requests should therefore be communicated to campaign@idpc.net as soon as possible.

In addition to the small grants, IDPC may also be able to support local actions by shipping t-shirts and other materials. Again, please contact campaign@idpc.net as soon as possible to arrange this, as supplies are limited.

Other resources, including the campaign logos, are freely available on the **SUPPORT. DON'T PUNISH** website: <http://supportdontpunish.org/resources/>.

The campaign logo can be downloaded in a variety of formats from the website, but if other formats – including higher resolution versions – are required, please contact campaign@idpc.net. We have also provided translated logos in around 15 languages (see <http://supportdontpunish.org/campaign-logos/>). If you would like us to prepare one for your language too – please email campaign@idpc.net with the exact translation of "Support. Don't Punish" to be included.



6. STEP-BY-STEP GUIDE

This checklist is designed to act as a guide for a successful action on or around the 26th June:

A. LOGISTICS	TICK WHEN COMPLETED
Contact campaign@idpc.net to let us know that you are interested in taking part.	
Visit www.supportdontpunish.org 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. You should discuss the type of actions you want to do, the locations, the budget that you have, and the tasks that need to be shared.	
Contact campaign@idpc.net as soon as possible to let us know what you have planned.	
Estimate how many people will attend, and make arrangements for any materials needed (such as t-shirts). Contact campaign@idpc.net or visit www.supportdontpunish.org/resources for high-resolution logos.	
If you need resources, then please contact campaign@idpc.net and we will try to help. The deadline for funding requests is 26th May 2016.	
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 at www.supportdontpunish.org/resources .	
On the day, make sure that you arrive early at the location of the action to oversee any final preparations.	
After the action, please send any news articles, photos, videos or social media links to campaign@idpc.net .	
B. SOCIAL MEDIA	TICK WHEN COMPLETED
If you wish to list your organisation as a supporter of the campaign, please send the logo and website to campaign@idpc.net .	
Set-up a Facebook event for your 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 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: www.facebook.com/supportdontpunish	
➤ 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 (www.supportdontpunish.org/photoproject) 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 the event, make some final posts to remind people, and then try and post pictures and updates to Facebook / Twitter during the event as well.	
After the event, 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 pre-event media release (this will be made available soon). 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 the day of the event (this will be made available soon). Release it under embargo 1-2 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 the event, please keep the campaign team updated with links to any media coverage you have seen – 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 26th June 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 www.supportdontpunish.org and follow the links to register and share the campaign through email, Facebook and/or Twitter
- 'Like' and share the Facebook page: www.facebook.com/supportdontpunish
- Download our specially-designed Facebook 'cover picture' (both available from www.supportdontpunish.org/resources), and upload them 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 <http://supportdontpunish.org/supporting-ngos/>
- 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

www.supportdontpunish.org/resources 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> Jamie Bridge jbridge@idpc.net Skype: bridgejamie</p>	<p> Marie Nougier mnougier@idpc.net Skype: marie.nougier</p>
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