

TIPS FOR RUNNING A
SUCCESSFUL CAMPAIGNAMNESTY
INTERNATIONAL

ENGAGING WITH YOUNG PEOPLE

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CAMPAIGN ACTION BY YOUNG PEOPLE FOR DEMAND DIGNITY CAN BE A
POWERFUL AND EFFECTIVE WAY OF ENGAGING NEW AUDIENCES

ACTION

Get young people to define the campaign issues that are important to them and the action that they want to take.

GETTING STARTED

Get in touch with young people through schools, youth organizations, youth movements, arts groups and community groups.

The principles of active participation are relevant for working with young people. While it's important to be strategic in developing campaign actions, it's equally important not to be prescriptive; when young people are empowered to make their own decisions and choices about how to take action, the results will have far more impact. Provide flexible opportunities for young people to engage in campaign activities with different options for high and low levels of participation.

IDEAS

- Engage with arts and culture: empower young people to raise awareness of Demand Dignity and to explore and communicate the themes by creating their own content and sharing it among their peers. It could be visual art, music, theatre, dance, literature or film. Local artists, actors, writers, DJs or musicians may be willing to help you run creative workshops.
- Make sure that these creative efforts are used to engage wider audiences through public events.
- Maximize these opportunities by helping young people to broadcast their creative efforts through local media – see Action card 4.
- Encourage young people to collect and share their voices on key campaign issues for Demand Dignity through online and offline multi-media and participatory media outlets – for example an online photo-sharing tool or a local theatre workshop. Take advantage of young people's skills in the online world to promote and build engagement with your actions.
- Are there opportunities for young people to build on or learn new skills through campaign action? For example, learning media skills such as how to conduct an interview, technical skills for online organizing, or public-speaking skills for engaging in public spaces.
- Organize talks or debate workshops in schools, colleges, universities, community centres or youth clubs.
- Organize peer-to-peer Human Rights Education classes or sessions around Demand Dignity issues, using popular media, which are led by young people.
- Help young people to talk to peers from different backgrounds to encourage and capture debate about Demand Dignity issues from different perspectives. For example, you could encourage young people to share



Activists during the “Stand Up and Take Action against Poverty” event in Mexico City, 17 October 2008.

experiences and exchange with other youth activists in open dialogues and discussion spaces. They could develop actions or activities together on issues of common concern, such as collaborating on collecting voices from diverse groups of young people.

- Help young people to organize an event or activity that raises awareness about the campaign issues in youth-relevant public places such as music and culture festivals, parties, carnivals, art events, community events, and rallies.
- This could be a debate, music, street art, theatre, dance, travelling exhibition, performance, competitions, or collecting voices in creative ways.

PRACTICAL ISSUES

- Include young people in all stages of the campaign, from planning to implementation to evaluation. This will make your activities with young people more effective and relevant.
- Consider what options young people have for participating in your planned activities already. It may not always be necessary or effective to carry out separate youth events; the important issue is providing opportunities for

young people to get involved. Ask them what they prefer.

- Consider and consult young people on what support, training or skills they may need to carry out Demand Dignity activism effectively – for example, communication, presentation, organizing, and media skills – and how these can be provided.
- Consider what support young people may need to engage with different youth groups – discuss and plan this with them.
- Your Amnesty International section may have Human Rights Education toolkits that can help young people learn how to debate, construct an argument, negotiate and influence people. If your section doesn't have this information, the Human Rights Education team at the International Secretariat will be able to point you in the right direction.
- Get the media involved. They may be more likely to cover the campaign action if they are approached by young people – see Action card 4.
- Make sure that your campaign action is safe for all the young people who take part and that there are no security issues.

- Ensure that the relevant legal requirements for working with young people (such as publication and broadcast permissions) are met. With Human Rights Education, seek guidance on teaching controversial issues where necessary.
- You may need to help young people to get permission or licences for any events.

THE ISSUES

Encourage young people to think about the issues that affect them and their future in the context of Demand Dignity. For example:

- **How improving housing and living conditions of people living in slum communities can create opportunities for young people and in turn long-term community regeneration.**
- **Young people's sexual rights in the context of maternal mortality and the right to maternal health.**