Demand Dignity is an Amnesty International campaign to stop the human rights abuses that keep people poor.

Poverty is not simply about the economy. It’s not just about money or economic growth. Poverty is insecurity because of the threat of forced eviction or violence. It is exclusion from basic services. It is discrimination and the denial of justice. It is world leaders and corporations ignoring the voices they don’t want to hear, and not being held accountable for the human rights violations that keep people poor.

The people who suffer from these abuses do not have a platform for their voice. Demand Dignity uses an amplification sign as its symbol because we want the world to hear the voices that are silenced by poverty itself, and by the abuses that drive poverty. This is not about speaking on behalf of people who live in poverty but about amplifying their voices so others can hear and understand their reality.

This is part of Amnesty International’s ongoing work to draw attention to human rights violations. Our members and supporters are the candle shining a light on human rights abuses, because we believe that if enough people know about them, they will be able to stop them. This campaign action pack is to help activists get people interested and active about the issue of human rights and the links with poverty. It includes the following campaign Action cards to give you ideas about how you can take action and demand dignity for all:

**BE SUCCESSFUL:**

Read Action cards 1-6 before you start your campaign action. They give tips and guidance that will help to make your campaign action as effective as possible.

**GET PEOPLE TALKING:**

Action cards 7-10 give ideas about how you can raise the profile of Demand Dignity through a range of campaign actions.

**DEMAND DIGNITY:**

Action cards 11-14 suggest ways to campaign about specific Demand Dignity issues. Use these general campaigning ideas in conjunction with specific demands that will be made over the course of the Demand Dignity campaign.

Visit www.demanddignity.org for regular updates on upcoming campaign demands.

**OTHER RESOURCES**

There is also a range of Demand Dignity resources, which have been developed to support your campaign action. These include a stencil of the campaign symbol, postcards and case studies. Contact your Amnesty International section to find out what resources are available to you. Or go to www.demanddignity.org.
PUTTING TOGETHER A CAMPAIGN ACTION PLAN

TIPS FOR SUCCESSFUL CAMPAIGN ACTIONS

A CAMPAIGN ACTION PLAN WILL MINIMIZE PROBLEMS AND MAKE SURE THAT YOUR ACTION IS A SUCCESS

STEP 1: WHAT DO YOU WANT TO ACHIEVE?
Think about what you want your campaign action to achieve. For example, do you want to raise public awareness about Demand Dignity or a specific campaign issue? Do you want political leaders to listen to what people who live in poverty have to say? Or do you want to change people’s perceptions about slum communities?

You should also think about what success will look like. For example, success might mean getting media coverage so that more people hear about human rights violations and Demand Dignity. Think about how you can measure this.

STEP 2: WHAT IS YOUR CAMPAIGN ACTION?
Defining exactly what you want to achieve and how you will measure your success will help you to work out what is the most appropriate campaign action. For example, if you want to raise awareness about Demand Dignity, some of the ideas on Action cards 7-10 might be appropriate. If you want to campaign about specific issues within the campaign, the ideas on Action cards 11-14 might be more relevant.

You might also want to run a session where you come up with different ideas – see Action card 2 on developing creative campaigning ideas.

STEP 3: PRACTICAL ISSUES
Here are some of the things that you need to think about to make your campaign action happen:

- Are there any partners who can help you to carry out your idea – for example, other campaign groups or organizations like trade unions?
- Is there a sympathetic person or organization who owns a space that you could use? Do you need to find an artist or technical person who can help you put your idea into practice?
- Think about how you could approach these people. You could contact people through www.demanddignity.org – see Action card 3.

Protesters outside the Dow headquarters in Mumbai, India, demand the clean-up of Bhopal, December 2002. The demonstration marked the anniversary of the 1984 gas leak which killed over 22,000 people over the following 25 years.
What is your timeline? How long will it take to organize your action? What are the key stages? If you are putting on an event, work backwards from this date.

- What are the expectations of other campaign activists who are involved in your action? Are you all agreed about what you are doing and what you want to achieve? Do you need to manage people's expectations about what you can realistically achieve?
- Are there any practical, health, safety or legal issues? How and when will you deal with them?
- Are there any security issues that you need to address? For example, will people be put at risk if they speak out in public about an issue such as housing. Make sure that you take all necessary measures to keep activists and members of the public safe.

- How are you going to make sure that as many people as possible hear about your action? Put together a communications plan that outlines how you plan to reach the media, the public and any other key audiences.
- How can you use the campaign symbol and slogans in your action?
- How can you use your action to sign people up to Demand Dignity?
- How are you going to record and share your action? Can you film it or take photographs? Do you need to get permission?

**KEEP US INFORMED!**

Once you have put together your action plan, you should contact your Amnesty International section and tell them about your campaign action.

**JOIN TOGETHER**

Are there other organizations or groups that are campaigning about similar issues? Working with local partners can increase the impact of your campaign actions. Community-based organizations might have useful contacts or resources that you can share. Find out if there are any organizations that would like to work with you.

**STEP 4: WAS YOUR ACTION SUCCESSFUL?**

Did you achieve what you wanted to? If not, why not? Think about what worked well and what you could do better next time.
TIPS FOR SUCCESSFUL CAMPAIGN ACTIONS

DEVELOPING CREATIVE CAMPAIGNING IDEAS

IF YOU WANT TO DEVELOP CREATIVE CAMPAIGN ACTIONS, IT’S GOOD TO HAVE A SESSION WHERE YOU ENCOURAGE PEOPLE TO COME UP WITH NEW IDEAS

Here are some ways that you can get the most out of these sessions:

WHO SHOULD YOU INVITE?

Involving people from outside your normal group of activists can give you different perspectives and views. It can help you to understand how the wider public feel about the campaign issues. Invite people who wouldn’t normally get involved in campaigns and see what they have to say. You could also invite children and young people – they often have some of the best ideas. Or, invite people who are most affected by the campaign issues – for example, people living in slum communities or who are denied other basic rights.

GET INSPIRED

Do everything you can to help people to think freely and be creative. Here are some ways you can do this:

- Give people paper and pens and get them to draw what dignity looks like to them. This can help to get ideas started.
- Danger: Could any of your ideas go wrong? What are the risks?
- Creativity: How can you push each idea to its limits? Can you do something unexpected that will have a big impact?
- Work together: How can you work with others to bring this idea to life? Can you pool effort and resources and increase the overall impact?
- Reaching out: How can you develop the idea to make sure as many people as possible hear about the campaign and its issues. How can you get the media interested?
- Organization: What do you need to do to plan and put your idea into practice?

PUT IT INTO ACTION

Once you’ve decided on the idea that will work the best, you will need to put together an action plan – see Action card 1.

RECYCLE!

You might have come up with lots of really good ideas but you won’t be able to use all of them now. Keep a note of them though – you might be able to use them another time.

The World Social Forum’s opening march through the streets of Belém, Brazil, January 2009.

© Amnesty International

The World Social Forum’s opening march through the streets of Belém, Brazil, January 2009.

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www.demanddignity.org is an online community for people who want justice and equality. It gives people across the world the opportunity to share their voice in a global demand for dignity.

CONNECT WITH OTHERS

Use www.demanddignity.org to speak out about human rights and hear what others have to say. You can also respond to other people’s voices and connect with them. If you choose to, you can be anonymous so that you are free to be completely open and honest about your personal experiences.

The site can help you to get in touch with people that you might want to campaign, volunteer, work or collaborate with. Use it to connect with people in your own community or on the other side of the world. You can find people who want to campaign on the same issues as you, or find out about what other people think is important.

Use the site to share the issues you see as being important in your community, use it to share your best campaigning moments. Your photos, videos and pictures might inspire others. Alternatively, look at what other people are doing in order to get some ideas. Use it also to find out about Demand Dignity campaigns and get involved in local, national or international calls to action.

HOW TO SHARE YOUR VOICE

www.demanddignity.org lets you add your voice using SMS, email, social networking and messaging sites like YouTube and Twitter. You can also share your voice through independent blogs and connect to demanddignity.org through bookmarking sites like StumbleUpon and Delicious.

Tell your friends, human rights defenders and activists to add their voice to www.demanddignity.org.

PRACTICAL CONSIDERATIONS

Users of demanddignity.org are asked to respect each other’s thoughts and opinions. The site trusts you to contribute thoughts that other people should hear about but please look out for any abusive messages and flag those for potential abuse of the site and its intentions.

USING SMS

If you communicate with the site using SMS, you can create an account using your phone number as an identifier so that the site knows who you are.

Join the campaign and share your thoughts about dignity by sending an SMS message to +447786 200220 (international text rate may apply). Your text message will be added to www.demanddignity.org.

A young activist performing at the World Social Forum, Belém, Brazil, January 2009.
How to Use the Media

Getting maximum publicity for your campaign action will help more people to hear about and engage with Demand Dignity.

Here are 10 “golden rules” to help make your campaign action become news:

10 ‘Golden Rules’

1. Make your campaign action newsworthy
   - Your campaign action has the potential to become news if you provide the kind of information that journalists want. Some of the ways to make your campaign action newsworthy include:
     - making sure there is local relevance,
     - keeping it simple,
     - using personal stories,
     - using visual impact,
     - using humour and irony.

2. Find the audience for your story
   - Think about who will be interested in your campaign action and contact the media organizations that have audiences with a similar demographic. For example, a women’s magazine might be interested in running stories about the right to maternal health.

3. Sell your story to journalists
   - Find out how individual journalists like to be contacted – for example by phone or by email. Building a relationship with them means that they may contact you for your opinion about other stories.
   - Write – and practice – what you are going to say to a journalist before you phone them. Have written material available so that you can fax or email it after your call.
   - Give advance warning to the media about any campaign action that you are planning.
   - If you are reacting to something that has just happened, contact journalists and producers as quickly as possible.
   - A press conference might be appropriate if you have something very interesting to communicate or when you have special guests available to give interviews.

4. Good press materials can ensure coverage
   - A press release is a single sheet of information written in a way that is useful to the media. Use short sentences, clear paragraphs and quotes from relevant people. Remember to spell out acronyms – for example UDHR.
   - If the heading and the first paragraph don’t sell your story, then the journalist might not keep on reading. Try to answer the following questions: what, when, where, who, how and why. Press releases should be structured like an inverted pyramid: with the most interesting information at the top and organized in descending order of importance, ending with the more general details.
   - Use real case studies to make your story more human and colourful.
   - Always include the name of your organization and the contact details of the relevant person.
5. A good event at the right time is always news
- Public events – for example, a demonstration, concert or open-air gala – are good for attracting the attention of the audiovisual media. TV stations are always looking for pictures and stories with colour for their programmes and an event of that kind can help you spread your message.
- At your event, have people who are prepared to give interviews, especially for TV. It is also a good idea to have copies of your press release or any other written material containing facts and figures available so that it is easy for journalists to consult them.

6. News is made with interviews
- Most of the news that appears in newspapers and on TV or radio news bulletins is based on interviews.
- Keep the conversation simple and interesting. Mention one or two main messages, including some specific examples that illustrate them. Repeat these key messages during the interview to give them more emphasis.
- Try and use short sentences or quotes – “soundbites” – that explain an issue in a simple and succinct way – for example, “Every 60 seconds a woman dies of complications related to pregnancy and childbirth”.

7. Use your knowledge
- One of the strengths of an organization like Amnesty International is the information and knowledge it can convey through its members.
- Many of the journalists with whom you develop relationships will remember you – and contact you – because of the specialist knowledge and information that you can provide.

8. Develop a media strategy for your campaign
- Think about both the objectives of your campaign. Will media coverage help you achieve those objectives?
- If the answer is yes, you should think about the audience you need to reach to bring about the change you want and the ways in which you can effectively reach that audience.
- Think about how to convince key media to publish your information at a time that is strategically important for you.

9. Develop a good list of contacts
- Many media outlets now have websites where you can find a contact address or phone number. Contact local and national media organizations and get the name of individual journalists. Introduce yourself to them and establish yourself as a potential source of information.
- Some of the most important media to contact include: daily newspapers (including news, feature articles, readers’ letters, guest columnist), TV news bulletins, radio news bulletins, weekly newspapers, magazines, general interest TV programmes, news agencies and general radio programmes.

10. Be persistent
- Even if your story did not get media coverage on one particular day, it does not mean that it will not get covered on the next. On a slow news day, anything can be news. If journalists don’t cover your event, take photos and send a follow-up press release – you might still be able to get them to run a story.

**MEASURING YOUR SUCCESS**

Keep track of all media coverage that your action gets. Make a note of:
- How much coverage you get.
- Whether the coverage is positive or negative.
- Where you get coverage – for example, on TV, radio, local or national newspapers, magazines, and so on – and the kinds of people you are reaching.
- What you would do better next time.
TIPS FOR RUNNING A SUCCESSFUL CAMPAIGN

HOW TO SHARE YOUR CAMPAIGN ACTION

MAKE SURE THAT OTHER ACTIVISTS SEE AND HEAR ABOUT YOUR CAMPAIGN ACTIONS

ACTION
Whatever your campaign action, try and take photos, gather voices or record films. You can share these with other campaign activists and Amnesty International members by sending them to your section:

YOUR AMNESTY INTERNATIONAL SECTION IS:
You can also log onto www.demanddignity.org for more ways to share your photos, voices or films.

Eriberto Ayala (right), a member of the Sawhoyamaxa Indigenous community, presents his people’s struggle to regain their traditional land in Paraguay during a workshop called “Human Rights and Struggles over Land and Habitat” at the World Social Forum, Belém, Brazil, January 2009.
ENGGAGING WITH YOUNG PEOPLE

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
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.

- 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.
It's a great way of generating media interest as well as showing people what Demand Dignity is about and why they should support the campaign.

**ACTION**

Use the campaign symbol or the central campaign messages to create something striking that will get people talking about Demand Dignity.

Your can make your mark in a small and simple way – such as putting up posters in as many places as possible – or do something large and spectacular, like projecting the symbol onto a parliament building at night! Whatever you do will help to get the debate started and add to the overall impact of the campaign.

**GETTING STARTED**

Get a group of activists together to come up with ideas – see Action card 2 for tips on how to do this. Keep your ideas simple: the aim is to make people aware of the campaign so you don’t need to say everything. Sketching the picture that you would like people or the media to see is a good way to keep your ideas focused.

Can you use your community or country’s culture, history and geography to show what dignity means to you? Are there unusual, symbolic or prominent places where you can make your campaign mark? For example, in Peru there is a tradition of “writing” messages in the soil or vegetation on the sides of mountains. Think about how you can make a mark that is relevant to your community.

**IDEAS**

You’ll probably want to come up with your own ideas but here are some suggestions to get you started. You can use or adapt any of these.

- Use nature – draw the symbol in sand or snow, or cut it into grass, vegetation or hedges.
- Be symbolic – display the Demand Dignity symbol in significant locations, for example, near parliament or government buildings.
- Embroider or paint the symbol using a local traditional technique. You could involve community or local groups to help you. They could create squares or sections of the symbol that you can put together into one large display.
- Project the symbol onto a building at night.
- Stencil the symbol onto walls, public spaces, galleries, bridges, roads or paths. You could use “clean graffiti” techniques such as a high pressure hose on a dirty surface. Remember to get permission!
- Wrap or cover a famous building or landmark in your town or city with the symbol. Is there a building covered in scaffolding? Ask the owner if you can hang a banner from it.
- Work with other organizations, such as trade unions, faith organizations or other groups that support your work. They might let you use their buildings to display banners.

- Ask people to display posters, stamps or stickers in colleges, community centres, cafés, shops, community notice boards and house or car windows.
- Wear it. Get people to show their support for the campaign through clothes and other items, for example:
  - T-shirts, bracelets, badges and fake tattoos with the symbol on.
  - Merchandise, such as pencil cases, pens, erasers, bus or train ticket holders – these can be popular with young people.
- Stickers with the symbol and an appropriate version of the slogan. For example, you could give stickers that say (((RAISE THE VOLUME!))) to musicians to put on their instruments or cases.

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We want to share all the different ways that Amnesty International campaigners make their mark, so make sure you take pictures or films. See Action card 5 for how you can share your action with other activists and supporters.

**PRACTICAL ISSUES**

- If you’re going to do something visual in a public place, you might need to get permission.
- Think about how long your “mark” will last – for example, if you draw the symbol in sand on a beach, you need to make sure that the media are there before it washes away!
- If you are going to hold a launch for your “mark”, try and set up a stall where activists can sign people up to Demand Dignity and Amnesty International.
- Make sure the media know about what you are doing – see Action card 4.

Before you start planning ways that you can make your mark, read Action card 8 on making a loud noise. You could maximize the impact of your campaign by planning and running these activities together.

Hundreds of people take part in the “Stand Up and Take Action against Poverty” event in New Delhi, India, 17 October 2008.
GET PEOPLE TALKING ABOUT DEMAND DIGNITY

MAKE A NOISE

LAUNCH DEMAND DIGNITY CAMPAIGN EVENTS BY MAKING A NOISE IN A PUBLIC SPACE SO THAT AS MANY PEOPLE AS POSSIBLE HEAR ABOUT THE CAMPAIGN

ACTION

Organize a demonstration or event that uses sound to get people’s attention and amplifies the call for change. You can make any kind of noise – for example, chanting, live music, story telling, speeches or reading out statistics about the campaign issues.

GETTING STARTED

Get a group of activists together to come up with ideas – see Action card 2 for tips on how to do this.

Think about the most effective place to make a noise in your community. It could be outside your national parliament, an appropriate government ministry, a local council building or in a public space such as a town square, marketplace or park.

IDEAS

- Do something symbolic. You could make musical “instruments” out of something that links to demanding dignity. For example, playing water pipes to symbolize the right to a healthy environment with access to clean water – this can have a strong visual impact too.
- Involve musicians from local communities who are affected by the issues raised by the campaign – for example, Indigenous Peoples or communities living in disadvantaged areas.
- Use local traditional instruments to make a noise.
- Involve young people or schools – you could ask them to write songs or poems about some of the campaign issues.
- Use songs from other countries or cultures to show that demanding dignity is an international issue. You could use protest songs or songs about some of the themes of the campaign, for example motherhood. You could ask musicians from a range of backgrounds to perform these songs live or you could play samples of recordings instead. You could also run a competition asking people to guess which countries the various protest songs you are playing come from.

SHARE IT

We want to share all the different ways that Amnesty International campaigners make a noise, so make sure you take pictures or a film of your event. See Action card 5 for how you can share your campaign action with other activists and supporters.

PRACTICAL ISSUES

- You might need to get permission to hold your event in a public place. In some countries or areas, you might need an additional licence if you are staging live music.
- Make sure the media know about what you are doing – see Action card 4. A sound-based event should particularly appeal to radio stations as they’re always looking for different and interesting sounds to use in reports.

Before you start planning ways that you can make a noise, read Action card 7 on making a mark. You could maximize the impact of your campaign by planning and running these activities together.
MAKE MUSIC FOR DIGNITY

USING A MUSIC EVENT TO PROMOTE DEMAND DIGNITY IS A REALLY EFFECTIVE WAY OF GETTING NEW AUDIENCES TO HEAR ABOUT THE CAMPAIGN AND TO AMPLIFY THE CALL FOR CHANGE

ACTION

You can either set up your own music event or festival or use an existing event to help promote the campaign. Working with a musical organization or venue is probably the best way as they will have the specialist experience and contacts to organize the event – and you can concentrate on promoting Demand Dignity.

GETTING STARTED

Approach music organizations or venues that you think will be sympathetic to Demand Dignity. Explain the aims and global scale of the campaign. They might have specific ideas about what they can do to support the campaign but you should also take along some ideas of your own – see below.

IDEAS

- Run a stall to recruit supporters and get people to sign up to the campaign.
- Find out if there is an opportunity to raise funds.
- Promote the event to the local media. You could try and set up a media partnership with a newspaper that has a connection with the campaign or a radio station that plays similar music to your event. You could also link the event to a specific Demand Dignity issue. For example if you linked your event to the issue of maternal health, it might be of interest to a women’s magazine or radio programme. See Action card 4.
- By linking with the campaign, they can get support, goodwill and loyalty from audience members who feel positive towards their support for the Amnesty International campaign.

SHARE IT

We want to share your event with other Amnesty International campaigners. You might need to ask the event organizers for permission to film or take photographs. See Action card 5 for how you can share them with other activists and supporters.

PRACTICAL ISSUES

- If you are organizing the event yourself, you might need to get permission or a licence.
- Make sure the campaign symbol and slogans can be seen.
- Set up a stall or have activists on hand who can sign people up to Demand Dignity and Amnesty International.
- Make sure the media know about it – see above and Action card 4.

WHAT’S IN IT FOR THEM?

Some partners might already be committed to the Amnesty International cause but you might have to show others how Demand Dignity can benefit their event, festival or venue. You might need to convince them to support Demand Dignity rather than to provide sponsorship. Here are some of the benefits:

- You can promote their event and venue through the network of Amnesty International supporters and other organizations that you are working with.
- By working with Demand Dignity, you can promote the event and venue to the media. You might be able to help them secure media partnerships (see above).
SPEAK OUT FOR DIGNITY

GET PEOPLE TALKING ABOUT DEMAND DIGNITY

It’s a good way of listening to what people have to say as well as generating public and media interest.

ACTION

Organize an event where people can discuss the connection between dignity, human rights and poverty. You could also pick some of the key Demand Dignity issues and themes – such as the right to maternal health, the right to housing and the right to a healthy environment.

Your event could be a day, a half day or an evening. Alternatively, you could hold a series of events – over a few weeks or in different villages, towns and cities. If you do this, you could promote the events together as a wider initiative.

GETTING STARTED

Think about how you can encourage people to join in the debate while keeping it focused on the campaign and its issues.

IDEAS

- Decide what themes or issues you want to discuss. Do you want the debate to focus on the main campaign theme or specific issues?
- Do you want to invite guest speakers? Can you get people who are directly affected by the issues to speak about them?
- Think about where you could hold your event. Can you convert a public place into a “dignity space” by marking it out with banners and displaying the campaign symbol? There might be places that have special significance or that are associated with debating – for example, under a tree, in an open space, the village hall, the chief’s house, a town square, a café. It could be anywhere where people might associate the space with public speaking and debate.
- You could invite key decision-makers and policy-makers and ask them to respond to the issues being discussed. Or, if you run a series of events, you could collect some of the testimonies and show them to decision-makers and policy-makers at regional or national events.

SHARE IT

Getting people to talk about what dignity means to them is an important part of the campaign. Write down, record and film your debate, individual speeches and testimonies.

PRACTICAL ISSUES

- How can you make a space that will encourage people to speak out? Make sure it isn’t too intimidating.
- Make sure that speakers can be heard, particularly in an open space. You might need to set up a stage or use microphones.
- You will need someone to host the event and introduce the speakers.
- Think about how long you want people to speak for and how you can make sure the debate moves on so that you cover everything that you want to.
- Think about how you can encourage people who attend the event to join the debate. Will there be a chance to ask questions or to have their say about dignity. Would you like people to get into groups and talk about specific issues?
- Make sure the campaign symbol and slogans can be seen.
- Set up a stall or have activists on hand who can sign people up to Demand Dignity and Amnesty International.
- You might need to get permission to hold your debate in a public place.
- Make sure the media know about what you are doing – see Action card 4.
MATERNAL HEALTH IS A HUMAN RIGHT

EVERY 60 SECONDS

Every 60 seconds a woman dies of complications related to pregnancy and childbirth.

Almost all of these deaths are preventable and 95 per cent of them occur in developing countries. Every woman has the right to maternal health.

**ACTION**

Organize a street stunt to raise awareness about the number of women who die in childbirth or from complications in pregnancy.

**IDEAS**

- Get a group of activists (both women and men) to line up in a public space. Every minute someone will lie on the floor to symbolize a dying woman. You could wear plain white face masks to show that you are representing other people.
- Make sure there is a banner showing the campaign symbol and the reasons for your street action. Get everyone who is taking part to wear T-shirts with the campaign symbol on them. You could also add campaign messages – for example, “maternal health is a human right” to the T-shirts or on banners and placards.
- You could organize the event near a prominent clock such as a clock tower or use a prop of a large clock branded with the campaign symbol. This can help to reinforce the message that every minute another woman dies. You could reinforce this link with banners, posters and placards that carry messages such as: “Stop the clock on needless deaths in childbirth. Demand the right to maternal health now.”
- “It’s time to stop women dying. Demand the right to maternal health now.”
- Organize a “flash mob” where a larger group of people are mobilized by the internet, text message or email to go to a particular central, prominent or symbolic location – for example, outside the ministry of health or a hospital – at a set time on a set day. Get them to lie down and “die” for one minute as a demonstration.

**PRACTICAL ISSUES**

- Make sure that the event is safe and doesn’t inconvenience members of the public too much.
- You might need to get permission to carry out street stunts in a public place.
- Set up a stall or have activists on hand who can sign people up to Demand Dignity and Amnesty International.
- Make sure the media know about it – see Action card 4.

**SHARE IT**

Remember to take photos or film your street stunt. See Action card 5 for how you can share your campaign action with other activists and supporters.

Adama Kamara, aged 16, holds one of her three-day-old twins in the recovery ward of Princess Christian Maternity Hospital in Freetown, Sierra Leone, February 2009. Women face a higher risk of dying in childbirth in Sierra Leone than almost anywhere in the world.
GET PEOPLE TALKING ABOUT DEMAND DIGNITY

STORIES OF MOTHERHOOD – AND OF MOTHERHOOD DENIED

ACCESS TO GOOD MATERNAL HEALTH CARE DEPENDS ON WHETHER YOU ARE RICH OR POOR

Ninety-five per cent of women who die during pregnancy and childbirth live in developing countries. Every woman has the right to maternal health.

IDEAS

- Contrast the experiences of mothers from different areas and communities to highlight how the right to maternal health is unequal across rich and poor women. You can show how our fundamental human needs are the same – but our experiences depend on where we come from.
- Contrast the different experiences of three generations of mothers to show how childbirth has changed over the years. Use the stories to highlight how childbirth has become safer for many women across the globe over the period of just three generations but how many poor women still face a real risk of dying during pregnancy and childbirth.
- You could widen this into an appeal to get mothers, daughters and granddaughters to sign up to Demand Dignity through your website. Get them to post their messages of support or experiences as well. You might be able to persuade well-known women to add an experience or story about their mother or grandmother.

SHARE IT

See Action card 5 for how you can share your campaign action with other activists and supporters.

PRACTICAL ISSUES

- Make sure you get permission to use women’s stories. They should know how you are going to use them. Some women might prefer to stay anonymous.
- Inform the media about what you are doing. Women’s magazines or programmes might be particularly interested.

ACTION

Humanize the issue of the right to maternal health by gathering stories and thoughts from both mothers and children about what motherhood means.

GETTING STARTED

As well as launching the project on your Amnesty International section’s website, you could work with a local newspaper or radio station to get stories. They might also help you to film or record the stories. Or try approaching a community organization, such as a local nursery. You could also arrange an event where women and children can talk about their experiences.

THIS IS MY HOME

A couple with a young baby flee their house during a 1,200-strong police operation in the favela of Rocinha, Rio de Janeiro, Brazil, 2005. Large-scale operations like these often come at great cost to communities but leave the underlying problems of exclusion and criminality untouched.

MORE THAN A BILLION PEOPLE IN THE WORLD LIVE IN SLUM COMMUNITIES

Challenge what people think and say about you and your neighbours and demand your right to housing.

ACTION

Do you live with the threat of forced eviction? Do you have access to clean drinking water, energy for cooking, heating and lighting, sanitation and emergency services?

Use photography, children’s drawings and household objects to put on an exhibition about where you live and the issues you face. You could work with community groups as well as friends, family and neighbours.

IDEAS

- You could contact the photography department of a local college and see if they are willing to train young people from your community in how to take and exhibit good photos. They might also lend you photography equipment. Get the young people to take photos of their homes, lives and neighbourhoods. Get them to show the positive and the negative sides of where they live.
- Ask children from your community to draw pictures of their home, lives and neighbourhoods. What do they like about them? What would they like to change? Community organizations, schools or the art departments of local colleges might be able to provide paper and crayons.
- Ask your friends, family and neighbours to provide household objects that symbolize where they live or what they would like to change about where they live.

SHARE IT

- Exhibit your work and show people what it is like to live in your community. There might be a community space where you can do this or you could ask an art gallery or college.
- Hold a launch event where you can invite people to discuss issues about housing and what your community needs. You could make this a “speak out for dignity” event – see Action card 10.
- Make sure you invite the media – let them use pictures and drawings to illustrate their stories.
**HOUSING IS A HUMAN RIGHT**

**DRAW ATTENTION TO HOUSING ISSUES**

**ACTION**

Petition decision-makers in a creative way to highlight some of the issues faced by people living in slum communities. These issues include forced evictions, the threat of violence from police and criminal gangs, as well as a lack of basic services, such as safe water, sanitation, health, and education.

**GETTING STARTED**

Think about the issues that affect slum-dwellers communities in your city or country. What needs to change and who has the power to bring about these changes?

**IDEAS**

- At an event or rally, set up a stall where people can create their own personalized “bricks” out of card, paper or boxes. Ask them to write their name and a message on their brick – this could be about an issue that slum communities face or a message of support. Remember to use the campaign symbol as well. You could also ask local schools to take part and donate bricks that children have made.

- Use the bricks to build a Demand Dignity house that you can display in a public place. This could be a community space or somewhere symbolic, such as government buildings, law courts or the offices of property developers.

- Create a petition about an issue that affects people who live in slum communities in your city or country. Design your petition as a simple house made up of a number of bricks (real or figurative). Ask people to sign their name on a brick – they can add a message as well to show their support for people who live in slum communities or to demand that action is taken to protect their human rights.

- Before you hand your petition in, see if you can display it in a public place so that you get more media coverage and more signatures.

- These activities could be carried out at another Demand Dignity event – for example, at a music event – see Action card 9.

**PRACTICAL ISSUES**

- Make sure the media know what you are doing – see Action card 4.

- Have activists on hand who can sign people up to Demand Dignity and Amnesty International.

**MORE THAN A BILLION PEOPLE IN THE WORLD LIVE IN SLUM COMMUNITIES**

Children look on as a pig roots through a rubbish-filled stream in Moa Wharf, a fishing village just behind Princess Christian Maternity Hospital in Freetown, Sierra Leone, February 2009.

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