

GET PEOPLE TALKING
ABOUT DEMAND DIGNITY

AMNESTY
INTERNATIONAL



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.
- 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.

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

- Market your event beforehand so that as many people as possible can come along.
- Make sure the campaign symbol and slogans are prominent at your event. You could make banners, placards, posters, and T-shirts using the campaign symbol as a stencil.
- Set up a stall or have activists on hand who can sign people up to Demand Dignity and Amnesty International.