



Nuala Toman

Practical Tools for Effective Campaigning



Disabled Human Rights Defenders

- a person who, individually or in association with others,
- acts to defend, promote and protect human rights
- at the local, national, regional or international levels



Disabled Person's Led Human Rights Campaigning

- Takes a rights-based, transformative approach to advancing the rights of disabled people
- It is rights based and informed by a disabled person's power analysis
- Applies the United Convention on the Rights of Disabled People to advance change

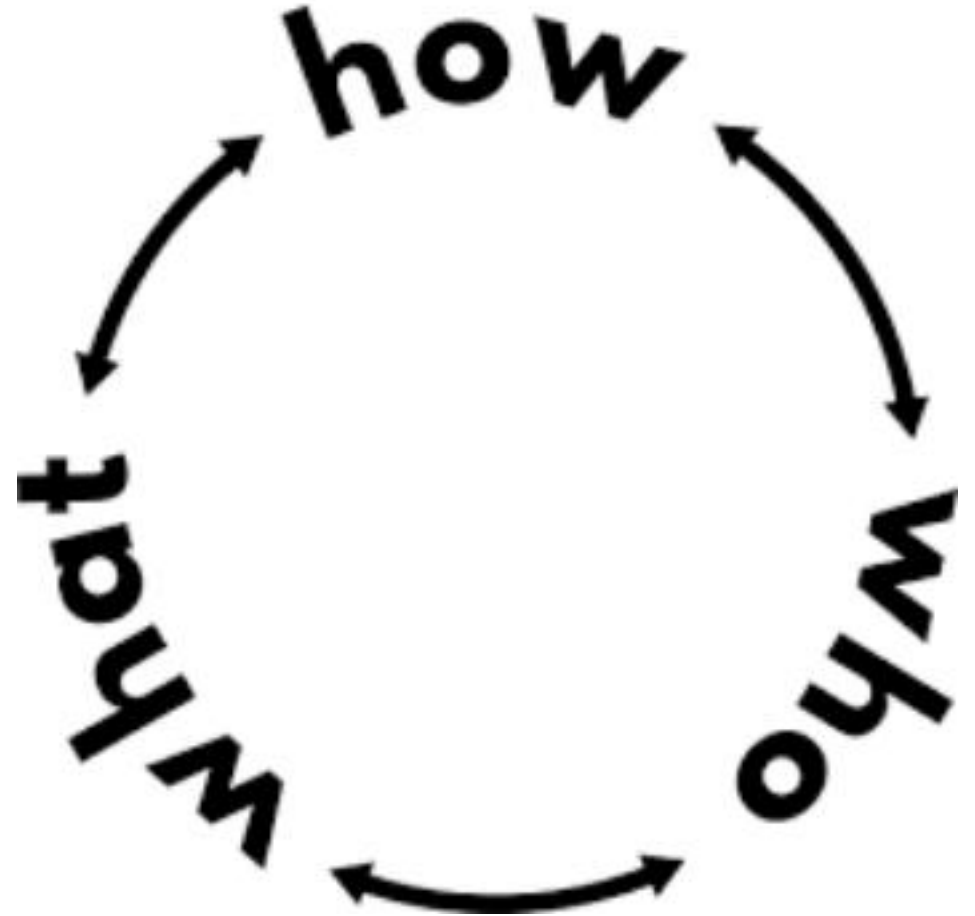
Approaches

- Lobbying
- Campaigns
- Meetings with government officials
- Translation of research
- Education/influencing events
- Consensus building



Who? What? How?

- Who?- Decision Makers
- What?- The change
- How? Tools of action?
 - PQs
 - Motions
 - Legislation
 - Public Campaigns
 - Events



Approach

- Human Rights Instruments-UNCRPD
- Key asks
- Build popular support
- Data
- Lived experience
- Social Media
- Campaign Messages
- Traditional Media



Social Media

- Think carefully about what you want to achieve and who you want to engage
- Choose your channels based on who you want to reach.
- [Facebook](#) and [Twitter](#) tend to target a broader and younger audience, while [LinkedIn](#) is more of a professional tool
- Lived Experience
- Be creative
- Tell people how you are making a difference
- Build relationships



Working with the Media

- Media are really interested in lived experience
- You have the opportunity to tell your story and share your campaign



Media Interviews

- Get your message across
- Know your audience
- Be prepared
- Rehearse
- You are never off record
- Be energetic
- Stay professional and open
- Politely challenge wrong information and misconceptions

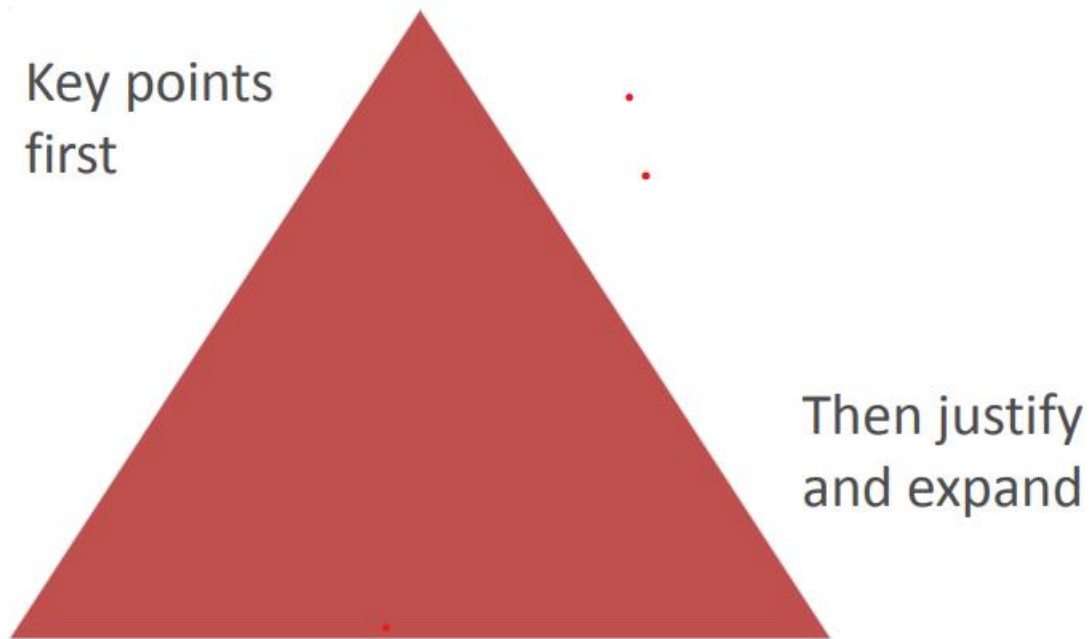


The Interview

- Flag your issues beforehand
- Make it real
- Have your own 15-20 soundbite
- Place your ask upfront and then explain
- If unsure, offer to follow up with an answer
- If you feel you make a mistake
 - Recorded/Print - Stop and start again
 - Live – correct as soon as you can
- Try and avoid sarcasm and anger



The Interview Pyramid



Before the interview

- Check the general news agenda
- Think about potential questions
- Know your press release
- Know your case
- Think about what the journalist is interested in
- The awkward 3rd question
- Know the Who? Where? Format,
- Think of the audience and the type of interview
- Talk to interviewer before the interview
- Find out what questions will be asked





What is the journalist looking for?

- Accurate information
- Understandable information (jargon free)
- Examples, facts and anecdotes – what will make this real to their audience?
- Timely response to their questions
- Quotable sound-bites
- An authoritative source

You are the expert

- Use personal knowledge and experience
- Use language that makes it live
- Speak to the audience not just the interviewer



The Press Release

- Also called news releases
- Newspaper-style stories disseminated to journalists (and sometimes others) by groups with news or other information they want to convey to broader audiences
- Sometimes published as is (especially by smaller media)
- Often starting points for stories in the media
- Can efficiently disseminate information simultaneously to many members of the media
- Can help ensure that coverage is accurate
- Can increase the likelihood that desired aspects of the subject are reported



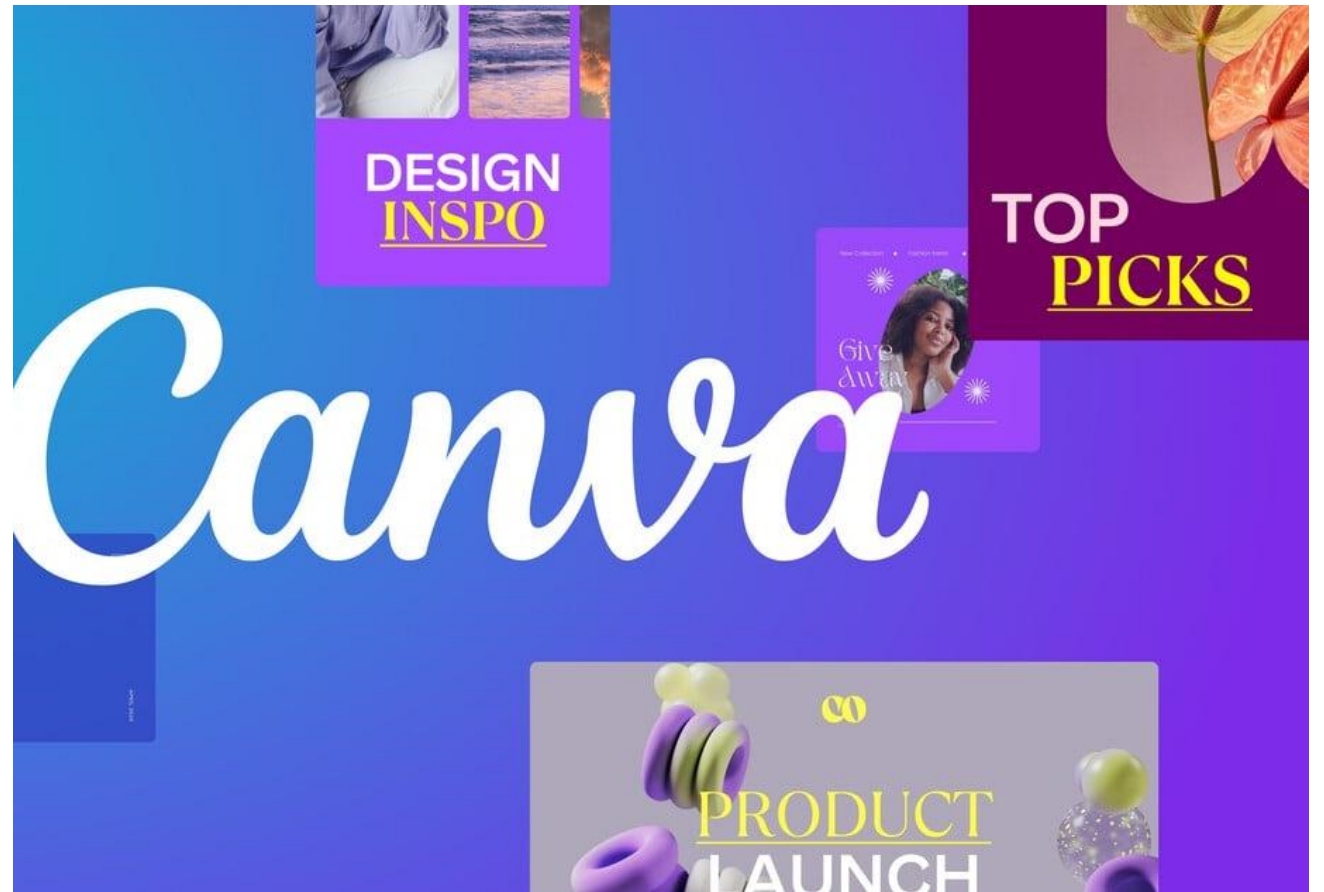


The Press Release continued

- Have the release resemble a newspaper story.
- Keep the release relatively short.
- Include an informative headline.
- Provide a release date.
- List one or more contact people.
- Present the main point immediately; then provide details.
- Include some quotes. Ideally, place at least one of them early in the release.
- Write the release in simple, readable language.
- Do not exaggerate.

Canva Demo

<https://www.canva.com/>





Questions

Keep in touch

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