

3.0 CAMPAIGN AGAINST SLAVERY

Campaigning for change is an essential part of Anti-Slavery International's work and is a crucial way in which you can support us. Campaigning is about changing attitudes towards a certain issue and raising awareness of it among decision-makers, in order to bring about changes within their policies or behaviour.

3.1 The subject of your campaign

Anti-Slavery International sends out regular campaigning actions on different areas of our work via our Campaigns Network. These may sometimes be part of a sustained thematic campaign or may be one single action.

You can do as little or as much as you like. You may wish to raise awareness of slavery in general and gather more public support for campaigns (see section 3.4) or you may wish to develop your own campaign which centres around the same campaign goals as Anti-Slavery International but follows a different strategy and set of activities to achieve those goals (see section 3.2).

Remember those who campaigned to abolish the Transatlantic Slave Trade? In just twenty years they changed public perceptions and attitudes towards slavery, from something that was considered to be "normal" and "a creditable way of life" to something that was not only wrong but that people had an obligation to do something about. Hundreds of thousands of people consequently signed petitions against the slave trade and boycotted sugar produced by slaves—tactics that we still use to campaign against slavery today.



Anti-Slavery International

3.2 How to plan your own campaign

If you wish to formulate your own campaign, careful and considered planning will maximise its effectiveness. Campaign planning and analysis is also a great activity for group meetings. Follow the step-by-step guide below to make your campaign as successful as possible.

Step 1: What is your overall aim?

Firstly, you need to pick which specific issue you want to focus on. Remember that it must be an issue that Anti-Slavery International works on but may be something that you feel very strongly about and wish to take forward in more detail. For example:

- Do you want the Government or a government to adopt or change a particular policy?
- Do you want your local shop to change a particular practice (i.e. stock Fairtrade products)?

Step 2: Carry out a **SWOT** analysis

Ask the following questions:

Strengths
Weaknesses
Opportunities
Threats

By carrying out a SWOT analysis you can work out the capabilities and limitations of your group, helping you to build realistic and effective objectives, as well as identify key opportunities and risks.

Step 3: Set your objectives

Divide your aim into specific objectives, for example, what specific steps are you going to take to achieve your overall aim?

Make sure they are **SMART**:

Specific
Measurable
Achievable
Realistic
Timed

Step 4: Delivery of the campaign

Working through your objectives, ask these questions:

- Which decision-makers are you going to target and why?
- What activities are going to carry out in order to pressure them? Be creative!
- Which members of the group are going to carry out specific activities?
- Do you need to plan activities in stages?

Step 5: Ongoing review and evaluation

Keep referring back to your original aim & objectives to see how much progress you have made. Is something not working? Do you need to change tactics to achieve your objectives? Remaining flexible with the ability to react to immediate circumstances is crucial to a successful campaign.

3.3 How to communicate your campaign

Whether communicating Anti-Slavery International's or your own campaign objectives, it is essential for you to convince people to take action in order to achieve your aims.

Key Messages

Whatever you do, you will need to think about what you want to say about the campaign and the best way to get the message across to people. Make sure you can answer the following questions:

- Why have you chosen this campaign? Why is important? This must be convincing in order to engage people.
- How can you relate the issue to the person you are communicating with?
- What do you want people to do?

Face to face communication

- Know your audience- who do you most want to engage with?
- Know your key messages and stay focused
- Think of a catchy opening line
- Be confident

Keep it clear, concise and catchy!

Design your own campaign materials

Through designing your own materials you will be able to raise awareness of what you are trying to achieve and what people can do about it. Banners, posters and leaflets are all effective ways to engage people. See section 3.4 for ideas on distributing your materials.

Things to think about.....

1. Your key campaign messages! Think of different ways to express them.
2. Your audience. Try and use the correct tone of voice, i.e. engaging or serious?
3. Don't overload with too much text- make sure it is concise in order to keep people's attention.
4. Use catchy statements or bold images to attract attention.

3.4 Raising awareness and engaging the public

There are many ways in which you can raise awareness of modern slavery but remember that you also need to offer people a way to get involved and take action. Here are some ideas:

- Put up poster or banner in your local library, church or community centre
- Hand out leaflets or collect signatures
- Use notice boards or church bulletins for publicity
- Find a venue to exhibit one of our exhibitions (see Resources section 7.0)

People must know that your group exists and what you're trying to do so make yourselves visible!

3.5 Start a petition

This is something quick and easy which people can do to encourage participation and action, and put pressure on decision-makers.

You may wish to start your own petition to a local MP (see section 3.7), MEP, local councillor, or local business. Petitions must target someone specific. Make sure you hand it into them at the end. You could invite the media or get a group of people together to make yourselves noticed!

You can start your own petition using this website www.gopetition.com or www.ipetitions.com You can also start a petition directly to the Prime Minister using <http://petitions.number10.gov.uk>

See section 3.7 for more information about Lobbying your MP by petition.

Run a stall

A great way to make yourselves seen and heard is to run a stall. Here you can distribute information, sign up new members, talk to people face-to-face about slavery and the work of your group, or collect signatures for a petition.

Where? You could ask to run a stall at your local church fete, craft fair, summer festival, library or event/ film screening being organised by another organisation. Remember to ask permission where necessary and if you plan to sell things, you may need further permission.

Ask us for plenty of materials to run your stall (see section 7.0) and make sure you have a sign-up sheet where people can leave their contact details.



Students running an Anti-Slavery stall

3.6 Letter-writing Campaigns

Letter-writing is a key activity we use to put pressure on decision-makers to take action or change a policy relating to a specific issue.

What to write about....?

We issue regular letter-writing campaign actions via our campaigns network which you can take as individuals or part of a group activity but the more letters the better! Your group may also wish to do further letter-writing campaigning of its own.

For more information visit

www.antislavery.org/english/campaigns/take_action/default.aspx

Use your consumer power! Write to the company headquarters of retail chains asking what measures the company is taking to identify, prevent and end the use of forced labour and slavery from their supply chain. Ask if the company is a member of the Ethical Trading Initiative and ask the company to explain how it is involved.

Does your local retailer stock fair trade products? Fairtrade is the best available guarantee that a product has not been produced using slave labour because goods can only be Fairtrade certified if they have complied with Fairtrade standards, which incorporate international human rights standards. Start a letter-writing campaign locally to put pressure on them to act. For more information visit:

www.antislavery.org/english/campaigns/take_action/take_action_on_slavery_and_what_we_buy.aspx

How to write your letter

There are many different ways to send your letters, either by post or via our website. Hand-written letters can offer a very personal touch but make sure they are legible! If your letter is typed, it's a good idea to sign it by hand at the bottom. Each campaign action we send out will give guidance as to what to write, along with the correct salutation for officials. However, below are some key things to remember:

- Make sure your letters are politely worded
- Express your concern over the issue- give facts and details
- Welcome any recent progress
- Be clear about what you are urging them to do
- Stick to the issue
- Give contact details and ask for a reply

Letter-writing in numbers

Organising a letter-writing event is a great way to encourage people to get writing and to publicise what you are doing. This could be incorporated into some of the events suggested in this pack (section 4.0), i.e. a speaker meeting or DVD screening. Alternatively you

could pick a location and stay there all day so people drop-in when they can. Don't forget to advertise!

Make sure you have the following available:

- Paper and pens
- Copies of the action briefing where relevant
- Some additional materials on slavery and additional campaigning actions people can take
- A sign-up sheet to capture contact details

Replies

Please send us a copy of any replies you receive. In some cases this provides us with an effective opportunity to engage with decision-makers. We can also advise you on how to respond and will provide updates to the campaigns network with any developments on particular campaign actions.

Our February 2008 action briefing asked Anti-Slavery campaigners to ask their MPs to sign Early Day Motion 992. This urged the UK Government to drop proposals which would prevent migrant domestic workers from changing employers therefore potentially increasing the number of migrant domestic workers who are subjected to trafficking and forced labour. By June 2008, 89 MPs had signed it and the Home Office announced that it would drop the proposed changes and retain the current provisions for at least another two years.

3.7 Lobby your MP

Lobbying is when you try to influence the opinion of a politician, a government or an official group. Your MP is elected to represent your views and for you to raise any issue you are concerned about with them, therefore you have more direct access to them than any other decision-maker.

a. Write to your MP

See the opposite guidelines for 'How to write your letter'. You could include more personal information about your Anti-Slavery group and why you are so concerned. Also introduce Anti-Slavery International and what we do. Keep it concise and think about your most important messages- MPs are very busy and won't have the time to read long letters. See section 3.6 for more advice on writing letters.

By post:

[First name] [Surname] MP
House of Commons
London, SW1A 0AA

By email:

www.writetothem.com
www.theyworkforyou.com

Make sure you check your MP's correct title! You can find this on the alphabetical list of members on the UK Parliament website:

www.parliament.uk/about/contacting/mp.cfm

b. Meet with your MP

For the opportunity to raise your concerns in person and make an even bigger impact you could request a meeting with your MP. Make sure you give plenty of notice and if possible go in a group. You can contact them in one of the ways above or call their constituency office to find out the time of their drop-in surgeries (usually Fridays or weekends). Call the House of

Commons switchboard on 020 7219 3000 and ask to be put through to your MP's office.

Make sure you prepare for the meeting by reading information about the issue and thinking carefully about what you want them to do (see box below) and ensure you know what they may have done on this issue in the past. Your MP won't expect you to be an expert on the issue but it is good to be able to demonstrate your concern.

c. Lobby by petition

If you write or meet with your MP you could send or give them a petition (see section 3.5).

Preparation before lobbying your MP

Step 1: Find out who your MP is and get their contact details.

You can find this information along with their contact details at the following websites:

www.theyworkforyou.com or www.parliament.uk/about/how/members/mps_contact.cfm

You can also call the House of Commons Information Office on 020 7219 4272.

Step 2: Find out what interests they have.

www.theyworkforyou.com tells you how they have voted on key issues. You can also use the Register of All Party Groups to see which issues your MP is particularly interested in at:

www.publications.parliament.uk/pa/cm/cmallparty/memi01.htm

Step 3. Think about what you want them to do.

Decide which issue you are campaigning on. This may be an issue that we have raised in an action briefing or another slavery issue which you have decided to take forward. Remember to think about your campaign planning!

Essentially, the slavery issue you are campaigning on will probably not be related to the work of your MP. However, through them you will be able to access decision-makers whose area of work is relevant. There are a number of things you can ask your MP to do:

- Raise your concerns with the relevant government departments or Ministers from these departments such as the Foreign Office (FCO) and the Department for International Development (DFID). If you are campaigning on trafficking issues in the UK the Home Office is the relevant department.
- Raise your concerns with the relevant Select committees or All- Party Parliamentary groups, such as the Foreign Affairs Select Committee, the International Development Select Committee, the Joint Committee on Human Rights, All-Party Parliamentary Human Rights Group or the All-Party Parliamentary Group on Trafficking of Women and Children.
- Raise your concerns by tabling a parliamentary question (written or oral).
- Request an adjournment debate to raise the issue at the end of a parliamentary day (these are balloted each week).
- Submit an Early Day Motion or EDM (which operates like a petition for MPs- Ministers cannot sign them) to draw attention to the issue among other MP's and gauge their support. If an EDM is very popular among MPs then this may influence Government policy. Alternatively there may be an existing EDM which you want to lobby your MP to sign.
- Make commitments to addressing the issue within your community, for instance, writing a letter to your local authority or local paper about human trafficking in the area.
- Ask them to speak at an event to help raise awareness of an issue and provide information on what the Government is doing to combat it. Or you could ask your MP to support an event by attending and invite the local media to take a photo.

Petitions to MPs must be presented and arranged in a particular format. You can find this out at http://www.parliament.uk/parliamentary_publications_and_archives/publicpetitions.cfm or write to the following address for information on how to do this:
Clerk of Public Petitions
Journal Office
House of Commons
London, SW1A 0AA

d. Follow-up

You may not hear back the first time as MPs are very busy but don't give up! Keep the pressure on. If you have met them in person you could write a follow-up letter to thank them and remind them what they said at the meeting. If the situation changes in any way, do write to them to keep them updated. Contact us if you want advice.

3.8 Lobby your MEP

Each EU country is divided into regions that are represented by a number of MEPs. You can contact any or all of the MEPs for your region. MEPs can help you as they vote on the creation and revision of all proposed European laws and policies and are likely to serve on at least one committee of the European Parliament. However, once passed EU laws become the responsibility of the UK to implement, so you may wish to go back and contact your MP at that stage. If your letter is about a local or national issue you should contact a regional or national representative, as your MEP will be unable to help you in that case.

You can find information about the European Parliament at <http://www.europarl.europa.eu/> including who your MEPs are and how to contact them.

You can also find out who your MEPs are and write to them directly through the following website www.writetothem.com.

3.9 Work in partnership

By joining forces with other campaigning groups locally you can raise awareness of slavery among a different audience and get more people involved in the campaign. Alternatively a local group may already be campaigning on a similar issue, in which case doubling your efforts can lead to a bigger impact. As a coalition you carry more weight when lobbying politicians, you can boost your people power to collect signatures or run stalls, and can run bigger events with a wider audience.

Make sure that when joining forces with other groups, the work of your Anti-Slavery group doesn't become diverted away from slavery in order to fit with their



In 2007 Anti-Slavery's Director presented Shahid Malik MP with almost 50,000 signatures supporting our 1807-2007 Fight for Freedom Campaign

Peter Wolfes

aims. Likewise, another group may not wish to fully support your campaign and make it their priority. However, there are plenty of other activities you can do together. They may distribute information about your events or campaigns to their members or run a one-off event with you. You could also invite them to one of your meetings where you have arranged a speaker. If other groups help you with some of these activities, remember to reciprocate!

Here are some ideas for groups or institutions which may exist in your local community. Remember to work across boundaries- the sharing of ideas and experiences with people from different sectors of society can be a great learning experience.

- Amnesty International groups
- Local branches of national Trade Unions, e.g. GMB or Trades Union Councils in specific regions
- Justice and Peace groups
- Fair trade groups
- Quaker groups
- UNA-UK groups
- World Development Movement groups
- Church groups

3.10 Online Campaigning Resources

Here are some websites that can provide some additional help for your campaigning:

- <http://www.campaigncentral.org.uk>
- <http://seedsforchange.org.uk/free/resources>
- <http://www.louder.org.uk>
- <http://www.campaigncreator.org>
- <http://www.campaignstrategy.org>