




CAMPAIGNING FOR
CHANGE

(or for things to stay the same)



JUSTICE



SHEKU BAYOH

No more deaths in custody
Black Lives Matter



BEST FOOT FORWARD

- How are we preparing and building?
- Who is doing what?
- Everyone playing to our strengths?
- Space to go forward?

WHO ARE WE TALKING TO?
HOW DO WE REACH THEM?

- Who is the intended audience of the campaign?
- How will we know if things are changing?
- Do we have a wide or narrow focus?
- Is the message being heard?
- Is there access?

THINK NATIONAL/GLOBAL ACT LOCAL

- Elected Officials?
- Trade Union Branches?
- Carers Centres?
- Friends, Family, Bus Stops!