

Independent evaluation of the 'Support. Don't Punish' campaign

January 2013 to December 2014



Graham Shaw

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ACRONYMS

AAHR	Asia Action on Harm Reduction
ACC	AIDS Care China
AIPU	Arab Inter-parliamentary Union
ATS	Acción Técnica y Social
CAHR	Community Action on Harm Reduction
CBO	Community-Based Organisation
CND	Commission on Narcotic Drugs
CSO	Civil Society Organisation
FARC	Revolutionary Armed Forces of Colombia
HRI	Harm Reduction International
IDPC	International Drug Policy Consortium
IDUF	Indian Drug Users Forum
INPUD	International Network of People who Use Drugs
IPU	Inter-Parliamentary Union
KANCO	Kenya AIDS NGO Consortium
MAC	Malaysian AIDS Council
NGO	Non-Governmental Organisation
NSP	Needle and Syringe Programme
ONCB	Office of Narcotics Control Board of the Kingdom of Thailand
OSF	Open Society Foundations
OST	Opioid Substitution Therapy
PAHO	Pan-American Health Organisation
SDP	Support. Don't Punish
UN	United Nations
UNGASS	United Nations General Assembly Special Session
UNODC	United Nations Office on Drugs and Crime
ZCLDN	Zimbabwe Civil Liberties and Drug Network

EXECUTIVE SUMMARY

'Support. Don't Punish' (SDP) was created in 2012 as part of the Community Action on Harm Reduction (CAHR) project funded by the government of the Netherlands. It was conceived by the International Drug Policy Consortium (IDPC), the International HIV/AIDS Alliance, Harm Reduction International (HRI), and the International Network of People who Use Drugs (INPUD) alongside the CAHR country partners (AIDS Care China (ACC), India HIV/AIDS Alliance (Alliance India), Kenya AIDS NGO Consortium (KANCO), Malaysian AIDS Council (MAC), and Rumah Cemara in Indonesia), as a global campaign to raise awareness of the harms caused by the criminalisation of people who use drugs and to mobilise public action for changes to drug policy so that the human rights of people who use drugs are fully respected. In addition to CAHR, funding has also been provided over the two-year period by the European Union-funded 'Asia Action on Harm Reduction' (AAHR) project and the Robert Carr civil society Network Fund, as well as through core funding from the Open Society Foundations (OSF) – a total of nearly USD40,000 funding for the campaign.

The 'International Day against Drug Abuse and Illicit Trafficking' is marked annually on 26 June by the United Nations Office on Drugs and Crime (UNODC) and events are held in many countries, often in collaboration with the respective Government drug control authority. UNODC-associated actions on 26 June often take the form of advocating an abstinence-based approach to drug use and for the continued criminalisation of drug possession and use, often through draconian legislation. A primary goal of the 'Support. Don't Punish' campaign was to raise awareness among the public, media and decision-makers of the considerable problems caused by the existing drug control policies in countries, regions and internationally, and to encourage the public to talk about, and debate, the harms caused to people who use drugs as a result of those policies and to advocate for harm reduction approaches and the regulation of drug use and possession rather than criminalisation.

Overall, the SDP campaign has far exceeded its objectives in terms of the number of countries involved in the 'Day of Action' on 26 June each year; the initial target was 5 cities in 5 different countries, but in 2013 it reached 41 cities in 20 countries, rising to 100 cities in 48 countries in 2014. In developing the campaign brand, considerable debate took place among campaign developers on the specific wording, especially the possible misinterpretation of the word 'Support' as disempowering people who use drugs. Although it is noted that there needs to be greater involvement by organisations and networks of people who use drugs in the campaign in the future, the campaign has been actively engaged by people who use drugs, such as in Colombia, India, Indonesia, Kenya, Thailand and Ukraine among others, with one organiser noting that, "it's a day that most of our issues as drug users can be raised at the community, national and international level".

In some countries, the SDP campaign has worked with other advocacy initiatives, such as those of OSF, other CSO partners, and activities funded by the Global Fund to Fight AIDS, Tuberculosis and Malaria. However, actual changes to legislation and policy have not yet been achieved in the vast majority of countries (one notable exception being in Thailand, where the campaign has been credited as playing a major role in the adoption of a new harm reduction policy by the government) – although this is not surprising in such a relatively short timeframe of 2-3 years and with a very modest budget. Nonetheless, the campaign has made a major impact on raising awareness about the need to stop criminalising – or 'punishing' – people for using drugs, a key objective of the SDP campaign. The interactive photo project of the campaign includes images of over 4,200 people from around the world demonstrating their support for the objectives of the campaign, and tens of thousands of people have directly participated in activities on each Day of Action in 2013 and 2014, respectively. This has been the main direct and measurable result of the SDP campaign to date.

Raising awareness about the need for greater funding and attention for essential health services and other 'support' for people who use drugs has been a cornerstone of the activities and media awareness on each of the two Days of Action held to date, and has been advocated for within the need to change the drug control paradigm overall to that of respecting the human rights of people who use drugs rather than abuse, discrimination and criminalisation. It is also evident that the SDP campaign acted as an umbrella for a wide range of drug issues with the most prevalent issues including decriminalisation of drug possession and drug use; alternatives to imprisonment for drug possession and drug use; actions and approaches of law enforcement personnel towards people who use drugs, and the protection of the rights of people who use drugs as citizens; the end of compulsory detention for people who use drugs; the right to health and other aspects of human rights protection and advocacy; the reduction of stigma towards, and discrimination of, people who use drugs in society and especially among law enforcement officers and healthcare workers; and the need to establish, fund and scale-up harm reduction services, especially opioid substitution therapy (OST) and needle and syringe programmes (NSPs).

Activities undertaken in support of the SDP campaign objectives included online social media awareness raising; press releases and press conferences; TV and radio interviews, discussions and documentaries; launches of materials, reports and publications; marches, rallies and demonstrations; conferences, workshops, seminars and meetings involving a range of stakeholders including politicians, law enforcement officers, health and social staff, legal officers, community leaders, NGOs, CBOs and the public; cultural and artistic activities including music, singing, dance and street art; the signing of petitions, both hard copy and online; sport activities, including football matches; outreach into drug using communities; and temporary HIV testing booths/facilities at public places.

A wide range of communication channels were used by national organisers of the SDP campaign activities including social media (especially Facebook and Twitter); websites; photographs; videos; television; newspaper, magazine and journal articles in the printed media; banners and posters (mobile and static); distribution of information, education and communication materials; marches, rallies and demonstrations; plus parties and other social gatherings and events.

The SDP Day of Action on 26 June each year has helped some communities of people who use drugs to 'reclaim the day' from governments and to move the focus to harm reduction and human rights and away from abstinence and criminalisation. As part of that achievement, the campaign logo has been well received as it simply and clearly addresses key components in the lives of people who use drugs, and the campaign tools developed by IDPC have been cost-effective and adaptable to the local context and language and has saved organisers a considerable amount of time by being available for download.

However, the availability of quantitative and qualitative data as to the direct and indirect impact of specific national SDP campaign activities is currently limited, as is such data related to regional and international aspects of drug policy change.

In looking to the future, it is evident that the SDP campaign as communicated and coordinated by IDPC can play an important role in delivering both the mass awareness of rights issues affecting people who use drugs and the urgent need for wider reform of drug policies using its low-cost yet highly visible approach at a global scale. This is especially needed in the lead up to the UN General Assembly Special Session (UNGASS) on drugs in 2016 to be held in New York. A great many existing SDP organisers and participants have expressed a concern that they do not know about the activities taking place in the lead up to the UNGASS 2016 meeting, nor how to influence any aspect of the UNGASS 2016 process or meeting itself.

Therefore, it is recommended that IDPC convene, or contribute to, a major discussion with other relevant advocacy partners as soon as possible to plan an integrated global strategy in which SDP, together with other approaches, can be used to raise awareness at the national, regional and international levels of the opportunities available to influence the UNGASS 2016 process and meeting, as well as contributing to a much larger-scale mass demonstrations around the world than has been realised to-date to raise attention as to the actions required to fully protect all rights of people who use drugs. As part of such collaboration, national level events should be supported at periodic intervals leading up to the UNGASS 2016 meeting if funding allows. It is only through well planned and collaborative efforts that there will be any chance of the civil society voice being heard in relation to national and international drug control policy.

1. INTRODUCTION

'Support. Don't Punish' is a global advocacy campaign to raise awareness of the harms caused by the criminalisation of people who use drugs. The campaign was created in 2013, in acknowledgement of the need to change laws and policies that impede access to harm reduction interventions, and to promote respect for the human rights of people who use drugs. The objectives of the campaign are to:

- Change laws and policies that impede access to harm reduction interventions for people who use drugs;
- Raise awareness about the need to stop criminalising ('punishing') people for using drugs;
- Raise awareness about the need for greater funding and attention for essential health services and other 'support' for people who use drugs;
- Promote respect for the human rights of people who use drugs; and,
- Engender public support for drug reform¹.

The campaign attempts to mobilise public action for policy change. It was originally conceived of by the International Drug Policy Consortium (IDPC), the International HIV/AIDS Alliance, Harm Reduction International (HRI), and the International Network of People who Use Drugs (INPUD) and several national partners (AIDS Care China (ACC), India HIV/AIDS Alliance (Alliance India), Kenya AIDS NGO Consortium (KANCO), Malaysian AIDS Council (MAC), and Rumah Cemara in Indonesia) as part of the project, 'Community Action on Harm Reduction' (CAHR) funded by the Government of the Netherlands; an independent evaluation of CAHR was completed in December 2014 and also contains positive references to the 'Support. Don't Punish' campaign².

2. EVALUATION OBJECTIVES, APPROACH AND METHODOLOGY

2.1 Evaluation objectives

The objectives of the evaluation are to:

- a) Document the outcomes and impacts of the campaign activities including, but not limited to, the website, social media accounts, the Global Day of Action, and the Interactive Photo Project, in order to identify lessons that can improve future plans;
- b) Recommend communication and campaigning strategies that can increase the impact of future campaign efforts between now and the UN General Assembly Special Session (UNGASS) on drugs in 2016, with a particular focus on better media engagement and how to reach new partners and stakeholders, including in new countries; and,
- c) Propose measurable indicators and low-threshold means of verification for future evaluations of the campaign.

¹ <http://supportdontpunish.org/about/>

² <http://www.cahrproject.org/wp-content/uploads/2014/12/Independent-Evaluation-CAHR.pdf>, accessed 18 January 2015.

2.2 Evaluation approach

The approach of the evaluation is to provide:

- a) A comprehensive mapping of campaign actors, participants and stakeholders, and of the main results achieved by 31 December 2014;
- b) Feedback on the perceptions of campaign actors, participants and stakeholders in terms of the campaign aims, activities, approach and communications channels, together with recommendations for future changes;
- c) An assessment of the effectiveness of the available campaign tools, such as the website, social media accounts, template media releases, guidelines, videos and other resources;
- d) An assessment of the overall impact and relevance of the campaign messaging and brand coherence;
- e) An evaluation of the impact of the main campaign activities, particularly the Global Day of Action and the Interactive Photo Project, at the local, regional and international levels; and,
- f) Recommendations for future campaign activities and fundraising opportunities, with a particular focus on the UNGASS on drugs in 2016; recommendations are tailored to different scenarios with respect to the available staff and financial resources available.

2.3 Evaluation methodology

An independent evaluator was hired through IDPC in London, UK; the full terms of reference can be found at Annex 1. The methodology used for the evaluation includes the following components (the full methodology can be found at Annex 2): desk review; case studies; questionnaires in English, French and Spanish (Annex 3); key informant interviews; and, media review and analysis.

3 COMPREHENSIVE MAPPING OF CAMPAIGN ACTORS, PARTICIPANTS AND STAKEHOLDERS AND MAIN RESULTS ACHIEVED

The 'Day of Action' in 2013 took place in a total of 41 cities around the world as outlined in Map 1, including Bosnia and Herzegovina, France, Georgia, India, Indonesia, Kenya, Lebanon, Macedonia, Malaysia, Mauritius, Mexico, Nepal, Norway, Romania, Russia, Spain, Tanzania, Thailand, UK and Ukraine.³

In 2014, the 'Day of Action' took place in 100 cities globally including the countries and territories as outlined in Map 2, such as Australia, Belgium, Bolivia, Bosnia and Herzegovina, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Denmark, Egypt, France, Georgia, Greece, Hungary, India, Indonesia, Ireland, Italy, Kenya, Lebanon, Macedonia, Malaysia, Mauritius, Mexico, Nepal, New Zealand, Nigeria, Norway, Palestine, Pakistan, Peru, Philippines, Poland, Puerto Rico, Romania, Russia, Senegal, Spain, Switzerland, Tanzania, Thailand, Tunisia, Ukraine, UK, USA, Vietnam and Zimbabwe.⁴

³ <http://supportdontpunish.org/day-of-action-2013/>, accessed 23 February 2015.

⁴ <http://supportdontpunish.org/day-of-action-2014/>, accessed 23 February 2015.

Map 1: Countries that participated in the 2013 'Day of Action'



Map 2: Countries that participated in the 2014 'Day of Action'



A comprehensive list of campaign actors, participants and stakeholders with the main activities undertaken and results achieved for each country in 2013 and 2014, respectively, can be found at Annex 4.

The main, generic **results** achieved by the end of 2014 include the following:

- An increasing awareness among NGOs and CBOs of alternative approaches - such as harm reduction - to the general paradigm of Governments and the UN whereby abstinence from all drug use is the goal of national and international legislation and policies;
- Increased awareness among the public of the need for drug policy and/or legislative reform to conform with human rights requirements;
- Increase in the number of people asking questions about the drug policy of their country;

- Increased awareness of traditional and online media outlets of the key aspects of drug policy reform;
- Increased awareness by people who use drugs and their communities of their right to voice their concerns and of the opportunities available to do so;
- National, sub-national and community awareness of the harms caused to the individual, the family, the community and to society overall of draconian legislation and policies towards people who use drugs that do not work, are expensive and violate the rights of the individual;
- Increasing linkages between organisations and countries in their respective fight against the 'war on drugs', resulting in greater confidence to challenge the current status quo in their country and region and internationally;
- Increased awareness of the specific needs of females who are drug dependent;
- Increased awareness of the specific needs of young people who are drug dependent; and,
- Increased awareness by stakeholders of the failures of governments to follow-through with their programme and funding pledges made at the last UNGASS on drugs;
- Increased feeling of being part of a global community of people calling for drug policy and law reform; and,
- Increased contact between NGOs and CBOs with government officials.

4. PERCEPTIONS OF CAMPAIGN ACTORS, PARTICIPANTS AND STAKEHOLDERS OF CAMPAIGN AIMS, ACTIVITIES, APPROACH AND COMMUNICATIONS CHANNELS, INCLUDING RECOMMENDATIONS FOR FUTURE CHANGES

4.1 Campaign aims

Campaign actors had, in general, very similar perceptions as to the aims of the campaign both globally and locally, i.e. to promote harm reduction rather than solely rely on abstinence-based approaches and to reform drug policy in their specific country to one that is evidence-based and protects the rights of people who use drugs. With regards to the 'Day of Action' each 26 June, one organiser noted that, "it's a day that most of our issues as drug users can be raised at the community, national and international level". Annex 5 provides details of specific feedback received from campaign organisers related to their specific aims by country.

4.2 Activities

A wide range of activities were undertaken by organisers and participants that fall into the following categories:

- Activities held on, or around, the 'Day of Action' on 26 June, 2013;
- Activities held on, or around, the 'Day of Action' on 26 June, 2014; and,
- Activities undertaken over a period of time either related, or not, to any specific 'Day of Action' in 2013 and/or 2014, respectively.

The activities undertaken in 2013 and 2014 are detailed in Annex 4 and fall broadly into the following categories:

- Online social media awareness raising through various mechanisms including Facebook, Twitter, websites of organisations and partners, etc.;
- Press releases and press conferences;
- Television and radio interviews, discussions and documentaries;
- Launches of materials, reports, comic books and publications;
- Marches, rallies, demonstrations, and a 'human chain' and boat procession (Egypt, 2014);
- Conferences, workshops, seminars and meetings involving a range of stakeholders including politicians, law enforcement officers, academics, health and social staff, legal officers, community leaders, NGOs and CBOs, etc.;
- Cultural and artistic activities including music, singing, dance and street art;
- Signing of petitions, both hard copy and online;
- Sport, including football matches;
- Outreach into drug using communities;
- The 'Support. Don't Punish' interactive photo project; and,
- Temporary HIV testing booths/facilities at public places.

4.3 Approach

Overall, campaigners designed their own approach in response to the specific national, sub-national or local situation prevailing in 2013 and/or 2014, respectively. The following are the main issues (not in any priority order) addressed by countries involved in the SDP campaign, or in which SDP played a role in other, or broader, advocacy activities and objectives:

- Decriminalisation of drug possession and/or drug use;
- Alternatives to imprisonment for drug possession and/or drug use;
- Actions and approaches of law enforcement personnel towards people who use drugs, and the protection of the rights of people who use drugs as citizens;
- Calls to close compulsory detention centres for people who use drugs;
- Drug control legislation;
- Drug control policy;
- Support for drug consumption rooms;
- The need for harm reduction services, and the scaling-up of such services;
- The right to health and other aspects of human rights protection and advocacy;
- Stigma towards, and discrimination of, people who use drugs in society and especially among law enforcement officers and healthcare workers;
- The need to also address the tuberculosis and hepatitis epidemics among people who use drugs in addition to HIV/AIDS and other forms of sexually transmitted infections;
- The key role of NGOs and CBOs in delivering basic health and social support services to people who use drugs;
- The need to establish, or to scale-up, OST services;
- The need to establish, or to scale-up, NSPs;

- Support to people who use drugs, including women and young people, to develop their capacity to speak and advocate for themselves;
- The role of traditional and online media in influencing the public and politicians;
- Access to testing, treatment and care of HIV, tuberculosis and viral hepatitis for people who use drugs and other 'key populations'; and,
- Support for coordinated approaches by different Government ministries towards an evidence-based drug policy and its implementation.

4.4 Communication channels

The channels of communication used by campaign organisers in 2013 and 2014 included the following:

- **Social media:** especially Facebook and Twitter;
- **Websites:** to provide information, arrange advocacy meetings, and show photos and videos of events that have taken place; the SDP website was also extensively used by organisers to provide information;
- **Photographs:** this was particularly popular in relation to the campaign's Interactive Photo Project⁵, but also to record the activities that took place during the 2013 and 2014 Global Days of Action;
- **Videos:** the increasing prevalence of smartphones around the world has made it increasingly popular for the public, including campaigners and activists, to make and upload videos in YouTube and Vimeo to show the advocacy work in action, as has been the case in the two Days of Action so far, as can be seen on the SDP website⁶;
- **Television:** interviews given as part of news reports and/or documentaries as well as discussions and debates transmitted either live or as a recording;
- **Radio:** interviews given as part of news reports and/or documentaries; question and answer sessions involving people who phone into the radio station; provision of 'Frequently Asked Questions' about the inadequacies of drug legislation and policies; drug users talking about the stigma and discrimination that they face each day, etc.;
- **Banners and posters (mobile and static):** a very popular, and low-cost, way of mass awareness-raising amongst the public in large urban areas. Some banners were attached to buses and/or vans/trucks and driven around large urban areas to maximise viewing by the public, such as in New Delhi, India;
- **Information, education and communication materials:** usually in the form of leaflets or small flyers in the local language, and using graphics and photographs;
- **Marches, rallies and demonstrations:** comprising groups of people usually walking from an agreed meeting point to a designated destination, usually a place of note, at which speeches and/or talks are given on the problems encountered with the existing drug legislation and/or drug policy in the country and advocacy for evidence-based approaches to be followed in accordance with human rights requirements;
- **Parties and other social events:** often used to attract the interest of young people, parties and other social events have been used to provide information and raise awareness within a happy and relaxed environment; and,

⁵ <http://supportdontpunish.org/photoproject/>

⁶ <http://supportdontpunish.org/videos/>

- **Public meetings, seminars and conferences** with high profile officials.

4.5 Recommendations for future changes

One of the key benefits of the SDP approach to-date has been the flexibility it has offered to local organisations in tailoring each 'Day of Action' to their own needs; this has been expressed widely in the feedback received from organisers around the world. Almost without exception, the local drug policy frameworks are similar to the international drug control system in their aims and design, and therefore the advocacy messages are very closely interlinked. Various organisers have commented on the possibility of IDPC providing more detailed guidance to strengthen the global campaign. Specifically, feedback has been received from many organisations as to how they can raise awareness among other organisations, partners and the media, as well as among the public, of the UNGASS meeting on drugs in 2016 and, in particular, how people and organisations can influence that meeting, either through advocacy with members of each country delegation or through other mechanisms, such as civil society or drug user representation at the meeting. This could be the focus of the Day of Action in 2015 and also form part of additional and/or ongoing efforts between 26 June, 2015 and the UNGASS meeting on drugs in April 2016.

5. EFFECTIVENESS OF AVAILABLE CAMPAIGN TOOLS

There has been near total agreement among those organisations who have responded to the evaluation that the campaign tools developed by IDPC have been supportive of the objectives and activities of each Day of Action in both 2013 and again in 2014, respectively; full details of such feedback from organisers who have responded can be found at Annex 6.

The approach taken by IDPC has been cost-effective and easily adaptable to the local context and language, and has saved organisers a considerable amount of time by being freely available for download from the internet. IDPC staff have also been viewed by organisers as approachable and very supportive and flexible to the specific organisational and country-specific needs for each Day of Action. One organiser noted that the IDPC support was, "Inspirational and concrete by providing fact sheets, other inspiring written stuff, and stuff to print and distribute, making it so much easier to take part despite being so busy with the daily work already". A range of campaign tools were made available from the SDP website, as outlined below.

Box 1. Case study: India

With a lead time of only a few weeks, the team at Alliance India and the Indian Drug Users Forum (IDUF) put together a large scale awareness event on 26 June, 2013, that gave considerable momentum to 'winning back the day' for people who use drugs with the SDP campaign focused on alternative approaches - such as harm reduction - to the Government/UN paradigm of drug use prevention, demand reduction and abstinence as the goal of drug policies. Mass awareness events took place in various States of India, including marches, rallies, and the use of social media. A tour bus was used in the capital, New Delhi, with



banners draped on the side highlighting the benefits of harm reduction and leaflets were distributed to onlookers. Simon Beddoe of Alliance India notes, "It was easy for people who use drugs to pick up the campaign because it addressed their everyday issues of facing punishment by law enforcement and discrimination by society and their need for support".

The Alliance India and IDUF team feel that the IDPC approach was a good articulation

of what the drug using communities were feeling and experiencing and were put into a form that translated into the SDP campaign. The key to delivering a campaign over such large parts of a massive country was through the delegation of responsibilities to Alliance, IDUF and partner staff with close knowledge of specific States and cities. By 2014, events were held in the States of Uttarakhand, Jammu & Kashmir, Bihar and Haryana as well as stakeholder sensitisation activities in Manipur. The SDP campaign urged the public to get involved, to inform themselves and to ask questions. It also asked stakeholders what they can do to support people who use drugs at the community level. Crucially, SDP is not just a one-day event each year in India. Whenever Alliance and partner staff meet Government officials, including law enforcement, they always use the opportunity to raise the goals of the campaign and take a photo with the SDP logo.

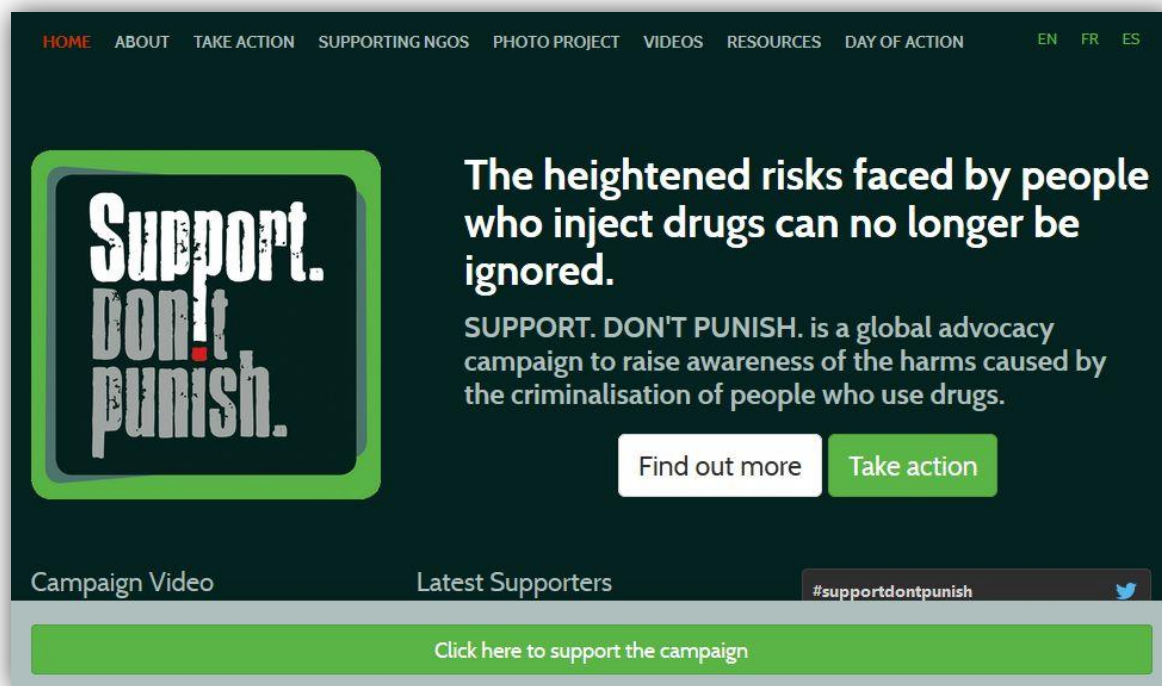


A key challenge, however, is how to influence key Government decision-makers in India. Efforts are needed to use SDP throughout the year to influence other parts of the Ministry of Health beyond HIV/AIDS as well as ministries such as social affairs and finance. Future SDP actions will focus more on journalists of printed media rather than only online action. It will also ask questions of the roles and responsibilities of the national HIV programme towards people who use drugs and raise awareness of the forthcoming opportunities provided by the UNGASS meeting on drugs in 2016.

5.1 Website

The primary website used for the provision of materials and information is: <http://supportdontpunish.org> available in English, French and Spanish, respectively, as seen in Figure 1.

Figure 1: The home page of the 'Support. Don't Punish' website (accessed 23 February 2015).



Organisers who have responded to the evaluation have commented on how easy it has been to download the key materials from this website. Each 'Day of Action' in 2013 and 2014 has its own home page⁷. As noted by one organiser, "The material provided helped us gain more understanding of the campaign and provided attractive visuals to the public". Another respondent noted, "It was all really useful especially as we hadn't done anything like it before". Specific references to how the website has been used by specific organisations can be found in Annex 6.

5.2 Social media

The role of social media in preparing for, and in showing the results of, each 'Day of Action' has grown significantly around the world over the period of SDP implementation. Facebook⁸ is the favoured medium by all organisers in this regard, followed by Twitter⁹ for news updates and meeting arrangements as well as Flickr¹⁰ for the SDP interactive photo project (see below). Almost without exception, each organisation involved in SDP campaign actions have found it useful and beneficial to use Facebook to highlight their work;

⁷ For 2013: <http://supportdontpunish.org/day-of-action-2013/>; for 2014: <http://supportdontpunish.org/day-of-action-2014/>; resources for the campaign are accessible from: <http://supportdontpunish.org/resources/>

⁸ See, for example, <https://www.facebook.com/supportdontpunish>

⁹ <https://twitter.com/sdpcampaign>

¹⁰ <https://www.flickr.com/photos/90322037@N05/sets/72157638043747894/>

some examples of the use of Facebook from around the world in support of the Day of Action in 2014 include Sydney, Australia¹¹; Costa Rica¹²; Italy¹³; Lebanon¹⁴; and Mauritius¹⁵.

Figure 2: The SDP Facebook cover picture available for download from the IDPC SDP website.



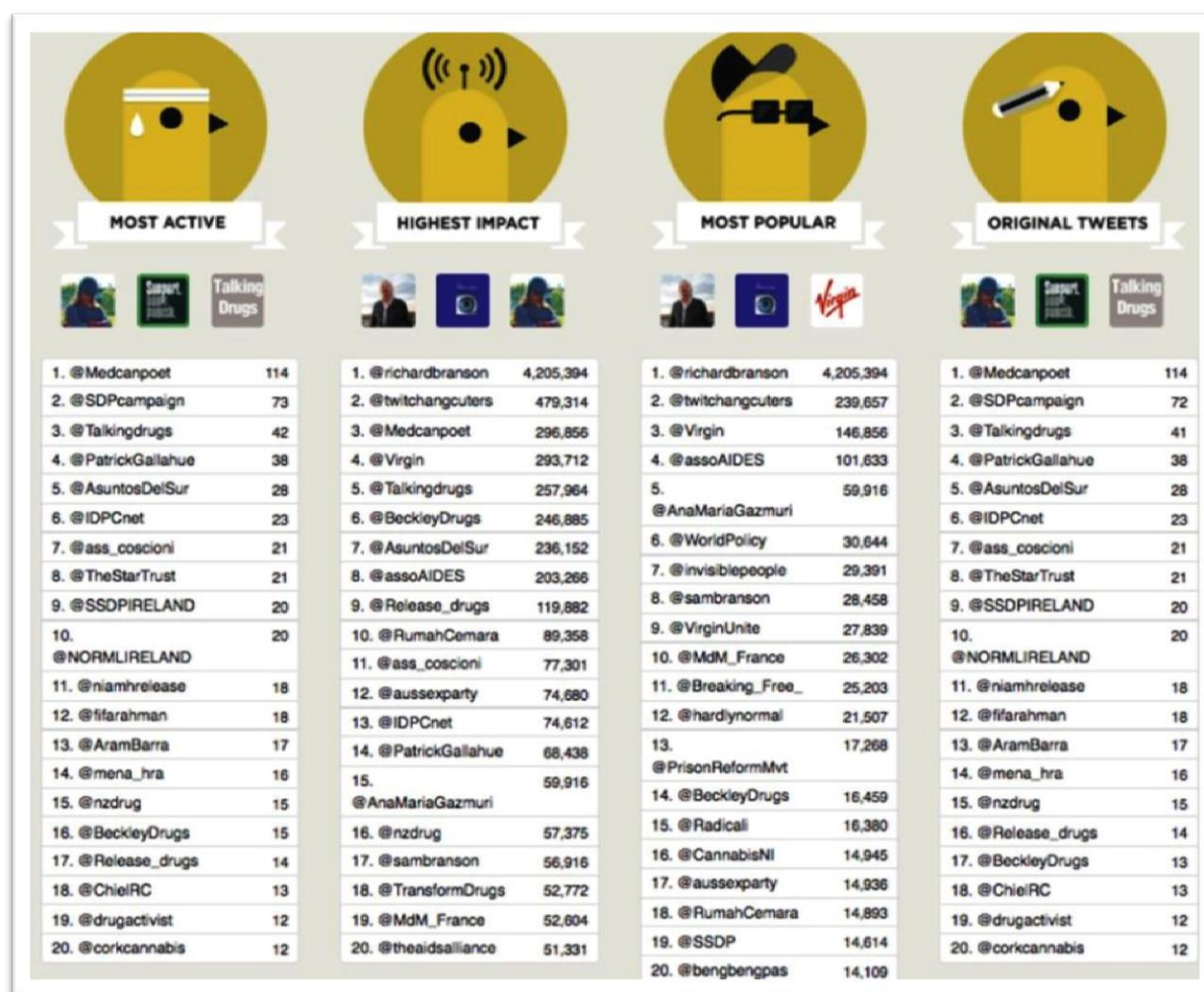
IDPC even provide a Facebook cover image for use by organisers and supporters that can be downloaded¹⁶. On Twitter, during the Day of Action in 2014, the #supportdontpunish hashtag was tweeted 350 times per hour at its peak, and reached more than 5 million people (Figures 3a and 3b); the hashtag even ‘trended’ in the UK, despite competition from tweets about the FIFA World Cup which was happening at the same time.¹⁷

Figure 3a: Twitter general statistics from the SDP Global Day of Action, 26 June 2014.



¹¹ <https://www.facebook.com/events/544833372293131/>
¹² <https://www.facebook.com/events/257983557739186/>
¹³ <https://www.facebook.com/TimeToTalkAboutDrugsInItaly>
¹⁴ <https://www.facebook.com/events/1502371993312460>
¹⁵ <https://www.facebook.com/events/689356877768133>
¹⁶ <http://supportdontpunish.org/resources/>
¹⁷ <http://twtr.in/Xw3KLhDA39Q>

Figure 3b: Twitter trends from the SDP Global Day of Action, 26 June 2014.



5.3 Template media releases

IDPC made available two media advisory templates for the 2013 Day of Action and three media advisory templates for the 2014 Day of Action, each one available in English, French and Spanish for download from the SDP website. Each template is a Microsoft Word document that can be easily edited to local needs and circumstances whilst containing the same overall global campaign message.

For 2014, the first template was designed for use in May to raise media awareness of the main event to take place on 26 June, and provides contact details for local organisers as well as for IDPC in London, UK.¹⁸ A second media template was made available in early June 2014 to update media outlets, and others, as to the progress made in preparation for the 26 June 'Day of Action', in particular the growing magnitude of global participation in the event.¹⁹

¹⁸ Template Media Advisory 1 (May 2014): <http://supportdontpunish.org/wp-content/uploads/2013/11/2014-05-Media-Advisory-Template-1-English.doc>

¹⁹ Template Media Advisory 2 (June 2014): <http://supportdontpunish.org/wp-content/uploads/2013/11/2014-06-Media-Advisory-Template-2-English.doc>

And finally, a media template was made available to organisers for the 'Day of Action' itself, 26 June, 2014, that contained a list of cities participating in the event as well as a concise background to the problems faced by drug users and current drug control legislation and policies and a reiteration of the goals of the SDP campaign²⁰.

Once again, many organisers have highlighted the usefulness of these media templates as many of them have no prior experience of working with the media, nor in drafting press releases or media information notes, etc. For organisations with limited human and financial resources, the availability of these templates - together with the other resources on the SDP website - has saved considerable time and enabled them to participate when they may otherwise have not. IDPC offered support to a number of partners to reach out to the media, especially in some countries of South America.

5.4 Guidelines

IDPC developed and made available through the SDP website a step-by-step 'Guide to the Global Day of Action' for use in 2014 in Arabic, English, French and Spanish. The document is designed to help plan, promote, deliver and document a high-impact advocacy event at any location and provides a checklist of actions that are recommended.²¹ A video is also available on YouTube to provide similar guidance.²² As noted by one organiser, "The guide was also used for the global day of action, which was very helpful in organizing the event".

In addition, a one page campaign statement was made available by IDPC for campaign organisers to use with a range of authorities and media outlets. The statement outlines the problems faced by people who use drugs and the goals of the SDP campaign. The statement is available for download in Chinese, English,²³ French, German, Italian, Portuguese, Russian, Spanish, and Thai.

5.5 Videos

IDPC has made available a selection of videos on their SDP website, linked with YouTube²⁴. The videos cover a range of issues related to harm reduction including harm reduction funding; the global Day of Action 2013 and 2014 and video spots and short documentaries and interviews from various countries including Peru, Ukraine, Mauritius, Mexico, the UK, Ireland, Senegal, Malaysia, USA, Puerto Rico, Tanzania, El Salvador, Norway, Indonesia, Bosnia and Herzegovina, Georgia, Spain, and Lebanon.

5.6 Other Resources

- **Campaign Poster:** The SDP standard campaign poster was extensively used by organisers and participants (designed to be printed in A3 or A4 landscape) as shown on Figure 4, and was easily accessible from the SDP website.²⁵

²⁰ Template Media Advisory 3 (26 June 2014): <http://supportdontpunish.org/wp-content/uploads/2013/11/2014-06-26-Media-Release-Template-3-English.doc>

²¹ <http://supportdontpunish.org/wp-content/uploads/2013/11/2014-Guide-for-the-Global-Day-of-Action.pdf>

²² https://www.youtube.com/watch?v=xOP0qW1_qCY

²³ http://supportdontpunish.org/wp-content/uploads/2013/11/Support-don-t-punish_Statement.pdf

²⁴ <http://supportdontpunish.org/videos/>

²⁵ <http://supportdontpunish.org/wp-content/uploads/2013/11/SUPPORT-DONT-PUNISH-POSTER.pdf>

Figure 4: The standard SDP poster



- **Campaign logos:** The English-language logo is available for download, and versions have been added (upon the request of local partners) for logos with the strapline translated into Arabic, Creole, Chinese, English, French, Greek, Hebrew, Hungarian, Italian, Portuguese, Russian, and Spanish. All of these can be downloaded from the website²⁶, although some partners also adapted their own logos to meet their needs (see below).
- **Publications:**
 - The HRI report released in 2013, '**Experiences of community advocacy and harm reduction programmes**', is available from the SDP website²⁷ and provides useful background to the SDP campaign as well as a snapshot of the national context and experiences of partners of the Community Action on Harm Reduction (CAHR) programme in five countries: China, India, Indonesia, Kenya and Malaysia, respectively.
 - The joint report from HRI, IDPC and the International HIV/AIDS Alliance, '**The funding crisis for harm reduction**', was released in 2014 and is also available for download from the SDP website²⁸. The report outlines the serious lack of financial resources available for harm reduction interventions around the world.
- **Campaign flyer:** A general campaign flyer is available for anybody to use and outlines the purpose of the SDP campaign²⁹.

²⁶ <http://supportdontpunish.org/campaign-logos/>

²⁷ https://dl.dropboxusercontent.com/u/64663568/library/SDP_REPORT_26_06_2013.pdf

²⁸ <http://supportdontpunish.org/wp-content/uploads/2013/11/Funding-crisis-for-harm-reduction.pdf>

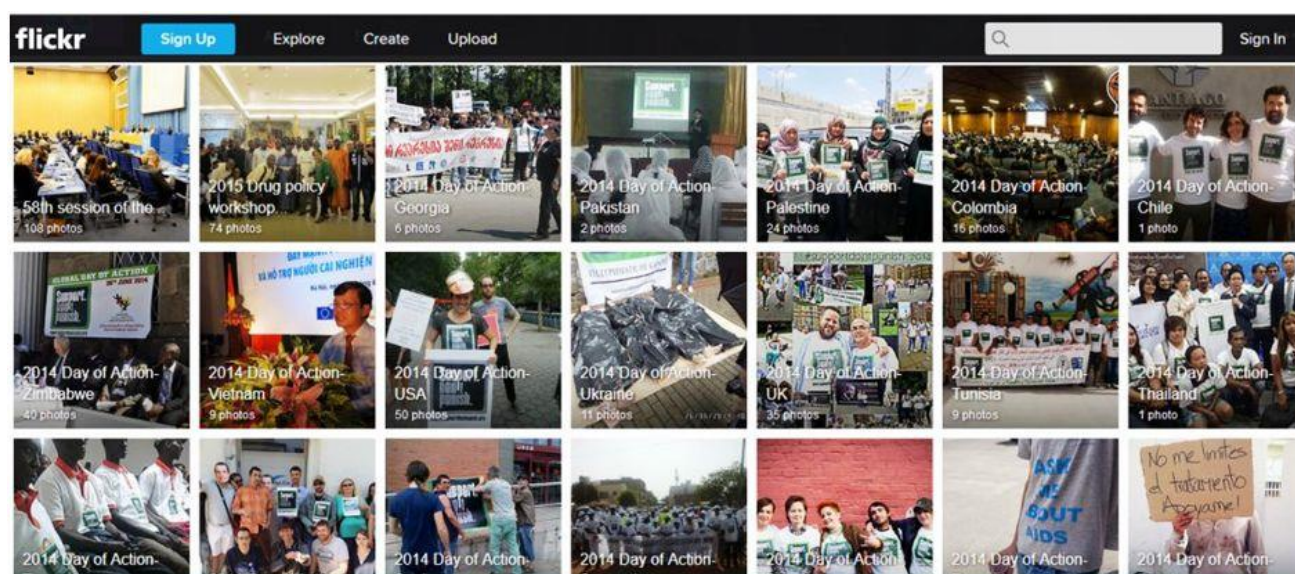
²⁹ http://supportdontpunish.org/wp-content/uploads/2013/11/Support-dont-punish_General-flyer.pdf

- **Roller banner:** In addition to the campaign logo and flyer, IDPC made available a large roller banner design for download³⁰ to highlight the diverse range of people who support the goals of the SDP campaign as shown through the interactive photo project (see below).
- **Risk assessment toolkit:** The brief risk assessment document was created to support local focal points in managing and preparing their local 'Day of Action' activities to help ensure the safety of participants and the successful delivery of a high-impact campaign. The toolkit can be downloaded³¹ and includes a form designed to act as a prompt so that the necessary steps could be taken in the build-up to 26 June event.

6. SDP INTERACTIVE PHOTO PROJECT

The interactive photo project was one of the highlights of the SDP campaign in 2013 and 2014 because it was a simple and easy way for many people to show their support for the goals of the campaign by being photographed either wearing a campaign t-shirt or holding a paper or placard showing the campaign logo, all of which are shown on the SDP website.³²

Figure 5: Some of the many folders within the SDP interactive photo project on Flickr.



This aspect of the campaign is not just focused on the Day of Action each 26 June but is ongoing with people uploading their photos to the SDP Facebook or Flickr pages throughout the year (Figure 5). It is evident that this aspect of the campaign is very popular as demonstrated by over 4,200 images uploaded to date. It has also enabled the campaign to get 'celebrities' involved in the campaign, such as the entrepreneur Sir Richard Branson, the Russian punk band Pussy Riot, the British actor Russell Brand, as well as senior policy makers, politicians and former heads of state.

³⁰ <http://supportdontpunish.org/wp-content/uploads/2013/11/SDP-Roller-Banner.pdf>

³¹ http://supportdontpunish.org/wp-content/uploads/2013/11/Risk_Assessment.pdf

³² <http://supportdontpunish.org/photoproject/>

7. OVERALL IMPACT AND RELEVANCE OF CAMPAIGN MESSAGING AND BRAND COHERENCE

The campaign logo has been extremely well received by organisers and participants as it simply and clearly addresses key components in the lives of people who use drugs: the support and services that they may need; and the punishment that is served out to them by society, especially law enforcement, the judicial system, and many in the health and social service sectors. Consequently, the campaign logo is relevant.

In a very small number of countries – notably in China – the potential for misunderstanding and misinterpretation of the logo by some government officials was sufficient for local partners to coordinate activities on 26 June without using the campaign brand itself. However, the campaign messaging was still broadly followed and adapted to the specific needs of the country, such as the benefits of making OST more widely available.

The impact of the campaign messaging has been diverse from a global perspective focused on how it has been adapted and applied at the national, sub-national and community levels. Keeping the key messages simple and direct has helped in their global understanding and translation into local languages, avoiding possible misunderstanding through use of technically challenging words or phrases. This simple, yet broad, applicability of the campaign message has been noted by many, such as Tetiana Deshko, the Associate Director of Alliance Ukraine, who commented that,

"Support. Don't Punish gave us tools and a stage for others to share their concerns over drug policy. It is not too centralised as it is a framework, a generic, global umbrella that gives weight to local campaigns".³³

The branding of the campaign has also been very effective and successful. Respondents from a wide range of different linguistic areas of the world have generally retained the large English language text of the logo, i.e. Support. Don't Punish, whilst often adding local language text at the bottom of the logo to state the same, as show in the example at Figure 6a Ukraine. Many countries using Spanish have translated the logo in collaboration with IDPC as can be seen from the example used in Costa Rica in 2014 at Figure 6b.

In some countries, the SDP brand and wording has also been used alongside other campaign brands and messages – or even blended with other campaign brands, as in the example at Figure 6c where partners in Colombia used the Spanish translation of Support. Don't Punish, but the overall design of the Global Commission on Drug Policy's parallel campaign 'Hey, Let's Talk About Drugs'.³⁴

It is notable that the campaign message and logo have been used in various countries for advocacy activities beyond the specific Day of Action each 26 June, such as in Ukraine. This indicates that both the messaging and logo are becoming synonymous with global efforts to reform the drug control system and is increasingly becoming an emblem and rallying point for a 'call to arms' for those campaigning against the current drug control system.

³³ Interviewed by the author at Alliance Ukraine, Kiev, 13 February 2015.

³⁴ <http://needtotalkaboutdrugs.com/>



Figure 6a: Ukrainian language below the English SDP logo used in Kiev, May 2013

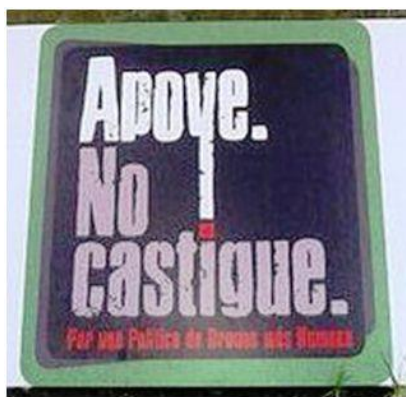


Figure 6b: SDP text translated into Spanish in Costa Rica, June 2014



Figure 6c: SDP text in Spanish, incorporated into a different design in Colombia, June 2014

8. IMPACT OF MAIN CAMPAIGN ACTIVITIES – PARTICULARLY THE GLOBAL DAY OF ACTION AND THE INTERACTIVE PHOTO PROJECT – AT THE LOCAL, REGIONAL AND INTERNATIONAL LEVELS

The impact of the campaign activities can be broadly split into the following categories:

- the response by individual people and groups to the objectives of the campaign at a local/national level;
- the interest shown by media and the impact on individuals and groups as a result of the media coverage of campaign activities at local, regional and international levels; and,
- actions taken by key decision makers as a direct, or indirect, response to the campaign activities and/or related media coverage.

However, constraints to assessing the impact of the main campaign activities must take into consideration the diverse range of activities undertaken around the world as well as the varying opportunities available to influence key decision-makers, plus the extent to which the media is free to report what they wish to the public in each country. In addition, there is only limited quantitative and qualitative data available from organisers in each country and city. The following summarises the main results of each impact category.

Box 2. Case study: Zimbabwe

The Zimbabwe Civil Liberties and Drug Network (ZCLDN)³⁵ is an independent trust founded in 2011 working on drug policy and harm reduction in response to the burgeoning problems of drug use in the country, especially among youth of whom 60% are unemployed. In early 2014, ZCLDN decided to make use of the 'Support. Don't Punish' campaign to advocate for the introduction of a drug policy and to reform legislation – especially the Dangerous Drugs Act and the Criminal Codification and Reform Act – so that the very punitive measures in those laws are replaced with evidence-based treatment, rehabilitation and aftercare for people who use drugs.

On 26 June, 2014, ZCLDN organized a large public gathering outside Harare Town House Hall in the Zimbabwean capital, Harare, attended by many hundreds of people. The guest of honour was Dr. Timothy Stamps, the Health Advisor to the President and Cabinet of Zimbabwe. With regards the increasing drug use problem, Dr. Stamps stated: "We encourage all stakeholders to unite in assisting Government with ideas on how to curb such problems. Let us assist them to come up with policies that promote public safety, scientific research and human rights in the fight against drug use and illicit trafficking"³⁶. Also speaking at the event was the Acting Mayor of Harare, Mr. Joshua Nyatsuro, who stressed the need to take the fight against drug use into schools.



As a result, the profile of ZCLDN has skyrocketed with many parents contacting the organisation for advice on what to do to support their drug dependent youth. The government is also looking towards a new paradigm of drug users as patients rather than criminals, with ZCLDN becoming a key resource. ZCLDN now provides awareness interventions to a group of 12 universities and youth of the Anglican church so that young people are better informed of the harms caused by using the drugs most prevalent on the streets of Zimbabwe such as cannabis, ecstasy, cocaine and 'feel good drugs' such as 'histalix' and 'bron cleer' - cough mixtures from South Africa that produce a high due to their codeine content but also have side effects including hallucinations, dizziness and drowsiness.³⁷



'Support. Don't Punish' has also resulted in a Zimbabwean parliament discussion about youth and drug use. However, there are no harm reduction interventions and no evidence-based drug dependence treatment programmes accessible by people on a low-income in Zimbabwe. Some counselling for people who use drugs has begun by ZCLDN but the organisation needs funding to continue this work and to expand services to all key populations in Harare and beyond through its 3-year strategy that also includes a works programme for people who use drugs, to continue advocacy for drug policy reform, to work more with youth, and to prevent HIV/AIDS through drug use.

³⁵ <http://www.zcldn.net/>

³⁶ The Herald [Zimbabwe]. Give drug addicts a second chance: Stamps. July 2, 2014 (<http://www.herald.co.zw/give-drug-addicts-a-second-chance-stamps/>, accessed 26 February 2015).

³⁷ Gugulethu Nyazema. Feel good drugs flood Zimbabwe. Nehanda Radio, July 5, 2011 (<http://nehandaradio.com/2011/07/05/feel-good-drugs-flood-zimbabwe/>, accessed 3 March 2015); Gugulethu Nyazema. Confessions of a 'bronco' addict. Daily News, 17 November 2013 (<http://www.dailynews.co.zw/articles/2013/11/17/confessions-of-a-bronco-addict>, accessed 3 March 2015).

8.1 The response by individual people and groups to the objectives of the campaign at a local / national level

- A large number of people participated in public events on the 'Day of Action' in 2013 in over 40 cities and a substantial increase in the number of people engaged in activities in 100 cities in 2014; therefore, the impact of the campaign has been extensive on a large number of people from a wide range of backgrounds around the world by encouraging them to demonstrate and advocate and to directly engage in the process of change.
- Support has been shown for existing actions and to promote specific issues, such as celebrating 15 years of unofficial and official drug consumption rooms in Sydney, Australia in 2014, and for the continuation of the methadone programme in Kirovograd, Ukraine, in 2014; the campaign has provided an opportunity for supporters to further advocate for specific evidence-based interventions for people who use drugs and their partners, and to advocate for the scaling-up of such approaches at a local level.
- Over 4,200 people participated in the interactive photo project to-date and more people continue to do so as an ongoing campaign activity; this shows the extent of the ongoing support for the objectives of the campaign in a very simple and easy way for mass, online, participation and advocacy; such a campaign approach provides ever-increasing weight to the need for change and is an approach that can be continually built upon over time at low cost.

8.2 Interest shown by media and impact on individuals and groups as a result of the media coverage of campaign activities at local, regional and international levels

- A wide range of media coverage of the Day of Action in each country in 2013 and in 2014, both online and print media, has resulted in people and organisations around the world having the courage to advocate for evidence-based drug control policies in their country, such as in Bogota, Colombia, in which knowledge of the global efforts to change drug policies has instilled confidence in organisers that they are not alone in their own advocacy efforts and has thereby emboldened them to push ahead with linking their campaign with other cities in the country.
- An increasing number of people who did not directly participate in the Day of Action in 2013 or 2014 are now asking questions of organisations and politicians about the drug control policy in their country as a result of raised awareness of the plight of people who use drugs in the media that was brought about through the activities held on each Day of Action.
- Media have been able to take the issues raised by campaigners and to ask questions of decision-makers, or to try to hold such decision-makers more accountable, as a result of the public protests and awareness-raising activities. Consequently, the campaign has facilitated increased awareness of drug control issues within the media and has enabled the media to become increasingly proficient at questioning, and scrutinising, key decision-makers at the national, regional and international level and to thereby put decision-makers under increased pressure to justify their respective position on drug control issues. Media highlights can be found at Annex 7.

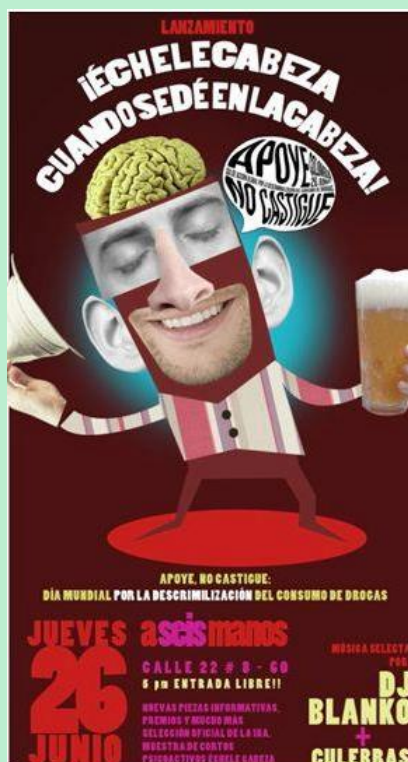
8.3 Actions taken by key decision makers as a direct, or indirect, response to the campaign activities and/or related media coverage at local, regional and international levels

There have been some changes in government policy, practice and dialogue that can be attributed, at least in part, to SDP actions in collaboration with other advocacy and awareness raising interventions. For example:

- On 26 June, 2013, SDP - under the leadership of the Thai civil society coalition for harm reduction, 12D, and partners CHAMPION-IDU - organised a demonstration in front of the parliament of Thailand in Bangkok. On behalf of the Prime Minister, the Secretary-General of the Office of Narcotics Control Board (ONCB) of Thailand met with protesters at the rally. After several meetings in the months following the Day of Action, ONCB formally introduced harm reduction into the national drug control strategy and the associated implementation plans that provide for a harm reduction package for people who inject drugs on a trial basis in 19 provinces and offers rehabilitation and reintegration services, in line with the UN guidance. The long-awaited harm reduction policy was officially launched on 17 March 2014.
- Formal discussions held by official representatives of the people concerning the efficacy of the current drug control policy in the country, as has happened in 2014 in Zimbabwe, following the Day of Action.
- Giving specific representatives of the people the opportunity to explicitly voice their support for changes in drug control policy and legislation in a specific country, such as at the 2013 Day of Action in London, UK, in which Caroline Lucas, Member of Parliament for Brighton Pavilion, reaffirmed her call for the decriminalisation of drug use and for an independent review of the effectiveness of the UK Misuse of Drugs Act 1971.
- Inclusion of civil society representatives in official delegations to international meetings on drug control policy, such as the inclusion of the Executive Director of the International HIV/AIDS Alliance in Ukraine in the government delegation of Ukraine at the CND meeting, Vienna, Austria, March 2014.

Box 3. Case study: Colombia

Formed in 2008, Acción Técnica y Social (ATS)³⁸ became actively involved in the SDP campaign in 2013. Although the Day of Action activities in Bogotá in 2013 were relatively small scale, by 26 June, 2014, the ATS campaign for drug policy reform had far outstripped the activities supported by UN agencies in the country. In particular, the Mayor of Bogotá, Gustavo Francisco Petro Urrego, has been supportive of harm reduction programmes in the city, such as his promotion of the Medical Care Centre for Dependent Drug Users (*Centro de Atención Médica a Drogo-Dependientes*). The 2014 Day of Action in Bogotá involved the Mayor and over 400 people including the head of the Pan-American Health Organisation (PAHO) in Colombia. Speeches were given and campaign objectives outlined followed later in the day by a cultural and music event.



The Colombian Government has responded positively to the rising voice of drug users. The Ministry of Health has requested assistance from the drug using community to participate in some ongoing discussions and projects; and the Ministry of Justice, previously more reluctant to intervene, has held some meetings with civil society organisations (CSOs) on this issue. This has happened in a context in which many drug policy changes are envisaged in the processes opened by the peace agreement signed by the Government and the Revolutionary Armed Forces of Colombia (FARC) and the increased perception in society that there is a need to put an end to the 'war on drugs'. ATS emphasises that although CSOs and drug user organisations are called upon to discuss issues with government authorities, this does not always mean that their advice is totally taken into consideration. Permanent dialogue with the government is already a positive step forward and the SDP campaign has definitely contributed to promoting the role of CSOs. Even with the efforts of SDP, the Global Commission's, 'Hey Let's Talk About Drugs', and related advocacy work funded by OSF, the UN drug control agencies in Colombia - especially UNODC - have continued to emphasise prevention and demand reduction without the inclusion of harm reduction. Many in Colombia, as elsewhere, believe this is due to UNODC's dependence on funding from the US Government.

However, the SDP campaign and related advocacy work has resulted more people questioning the current approach to drug control and the need for more needle/syringe exchange programmes to those operating in Pereira and Bogotá. Also, the Colombian Congress is continuing to debate a proposal to regulate the use of cannabis for medicinal purposes. ATS has no high expectations of useful results from UNGASS 2016, focusing instead on increasing pressure within Colombia for drug policy reform through social mobilisation of the public, particularly of youth and also professionals, using street meetings, festivals, demonstrations and parties.

³⁸ <http://corporacion-ats.com/ats2015/>

9. FINDINGS

- 9.1 A small team of five people at the IDPC offices in London and Bangkok spearheaded the creation, organisation and coordination and of a truly global awareness campaign and provided a wide range of support services to campaign organisers around the world with a relatively small budget.
- 9.2 The initial objective of the Day of Action campaign was for events to be held in 5 countries. The campaign has far exceeded this objective, rising from 41 cities in 2013 to 100 cities in 2014 and has included an array of very innovative activities.
- 9.3 The availability of quantitative and qualitative data as to the direct and indirect impact of the specific SDP campaign activities is limited in general. As is often the case, it is problematic to differentiate one advocacy or awareness event or campaign from others taking place at the same time or in the same city or country.
- 9.4 The SDP campaign has facilitated a debate on the basic needs of people who use drugs and their right to health and related services.
- 9.5 The multi-lingual approach of the campaign means that organisers and participants are able to be involved regardless as to their English language proficiency, helping to make the campaign attractive at a truly global level; all materials are available in at least French and Spanish in addition to English and many are also available in other languages including Arabic and Russian, for example.
- 9.6 Many organisers from the community of people who use drugs have noted that the SDP Day of Action on 26 June each year has helped their community to 'reclaim the day' from UNODC and the government and to move the focus to harm reduction and human rights and away from abstinence and criminalisation.
- 9.7 In a limited number of locations, the brand logo has not been used due to concerns that the wording could be misunderstood and/or misinterpreted by government officials even when translated into the local/national language, such as in China. However, this has not detracted from delivering campaign messages and objectives adapted to the country-specific context.
- 9.8 Some concerns have been expressed that the inclusion of the word 'Support' in the branding is disempowering for people who use drugs and, as a result, some people who use drugs have not been motivated by the SDP campaign.
- 9.9 In many countries, the SDP campaign was undertaken as part of an ongoing advocacy effort involving one or more organisations, and was linked to other advocacy campaigns – although not always as part of a systematic and structured programme.
- 9.10 Often the Day of Action campaign has been initiated with a very short lead time with the majority of organisations and individuals (and IDPC itself) only beginning their planning of events a month or two prior to the Days of Action.
- 9.11 The approach of the SDP campaign allowed for national, sub-national and local/community decision-making to take place to arrange the Day of Action to fit the specific needs of stakeholders, especially people who use drugs themselves, whilst linking such actions to a global initiative; this linkage has

helped to garner the interest of a wide range of media and to raise awareness of the general public beyond just those who directly participated in each Day of Action or the interactive photo project.

- 9.12** Advocacy efforts have led to significant sensitisation of policymakers in many countries, such as Thailand and Zimbabwe. However, implementation of new policy approaches, or new evidence-based awareness campaigns, are often tempered and delayed by other priorities within national government agencies, especially at a time of financial austerity in most countries.
- 9.13** Both online and more traditional print, TV and radio media are playing a major role in raising public awareness and have been effectively and strategically utilised by the campaign and its individual organisers in each country to raise the profile of the abuses inflicted on people who use drugs.
- 9.14** Although still somewhat limited, there are signs that the campaign is gathering momentum and, as an increasing number of people have their awareness raised, decision-makers are increasingly having to face questions on the efficacy of their respective drug control policy and its implementation.
- 9.15** Many organisations and individuals, especially people who use drugs themselves, have little or no knowledge about the purpose of the UNGASS meeting on drugs in 2016 nor as to how they can attempt to influence the UNGASS meeting.
- 9.16** Most of the countries involved in the 2014 Day of Action would like to take part again in 2015, although most have no specific plans developed as of March 2015. Details of feedback from 2014 campaign organisers as to their intentions for 2015 are shown in Annex 8.
- 9.17** SDP has also played a key role in the broader advocacy and awareness objectives of the Community Action on Harm Reduction (CAHR) project of the International HIV/AIDS Alliance funded by the Government of the Netherlands.

Box 4. Case study: Ukraine



The International HIV/AIDS Alliance in Ukraine ('Alliance Ukraine') first used the SDP logo as part of a march held on 17 May 2013 in the Ukrainian capital, Kiev, against policies criminalising drug use in general, and cannabis use specifically, demonstrating that use of the logo is not confined to the 26 June event each year. As noted by the Alliance Ukraine's Associate Director, Tetiana Deshko, "'Support. Don't Punish' gave us tools and a stage for others to share their concerns over drug policy", adding that the approach taken by IDPC

in its support to partners was one of providing a generic, global framework that gave room to innovate and provided weight to address local issues linked to a global campaign that attracted the media.

Alliance Ukraine worked with partners to organise activities in both 2013 and 2014, including Facebook pages. In 2013, the SDP event was held in conjunction with a drug policy conference in Kiev and included high level international participation including Michel Kazatchkine, the UN Secretary General's Special Envoy on HIV/AIDS in Eastern Europe and Central Asia, and former Polish President, Aleksander Kwasniewski. Alliance Ukraine staff, and other volunteers, used large balloons, t-shirts and banners to attract many media outlets and members of the public and focused on new legislation that put people in jail for possession of miniscule amounts of drug residue, such as that held in the tip of a needle.

With the annexation of Crimea by the Russian Government in 2014, the 26 June event in 2014 focused on the death already caused by the Russian ban on the use of opioid substitution therapy (OST) for people dependent on opiates, such as heroin. Black body bags and tags were used to represent people on OST who had already died in Crimea due to Russian intransigence, in a highly visible and poignant image-grabbing event that attracted many TV, radio, newspaper and other media outlets across Ukraine. However, the Day of Action had to compete with the developing war in Eastern Ukraine and, therefore, the imagery used for the event had to be eye-catching to garner media and public attention. Senior politicians could not be accessed for the 2014 event due to the national security emergency taking place in the country. Beyond each Day of Action, the campaign has been integrated into other drug-related struggles throughout the country, including delivery of OST to Eastern Ukraine even during wartime conditions. Alliance Ukraine have recommended that the next Day of Action focus on how the public can influence their Government in the lead up to the 2016 UN General Assembly Special Session (UNGASS) on drugs.



10. RECOMMENDATIONS

- 10.1** IDPC should consider short term recruitment of people to assist with the logistical and communication support to future Days of Action as well as follow-up reporting, in order to accomplish more with the limited financial resources available; this may ideally benefit interns and/or volunteers, especially those with a range of language skills including Arabic, Chinese and Russian in particular. Regions and countries could also consider a similar approach to assist with coordination for their local and national events as part of the campaign.
- 10.2** Organisers of SDP campaign activities need to be further encouraged by IDPC to incorporate quantitative and qualitative data collection activities within their advocacy initiatives and to provide concise feedback to IDPC on the impact of the actions implemented. Measurable indicators, together with low-threshold means of verification, that could be considered for future use by the campaign include, but are not limited to, the following:
- Estimated number of people participating in public events on the Day of Action at each location;
 - Number of online and print media reports of Day of Action events in each country and/or location;
 - Number of TV and radio interviews conducted, and/or broadcast, in relation to the Day of Action in each location; and,
 - Use of website trackers to count the number of unique visits to campaign-related website pages; such trackers can provide details of the city and country of each unique visit and the pages visited on a website.
- 10.3** Greater advanced planning should be undertaken in most countries to maximise opportunities to promote the SDP campaign message. This is particularly needed for collaboration between organisations to be effectively achieved and for events to grow in size and geographic coverage within a country and regionally. More advanced planning is also crucial for regional linkages to be made between country-specific activities. Help to individual cities and countries to undertake mass action activities at other times of the year beside just 26 June should also be considered. Options to work with inter-parliamentary unions, groups, associations and organisations as a further avenue to influence decision-making at high levels of government, could be considered, such as the work undertaken by the Inter-Parliamentary Union (IPU)³⁹ to promote and defend human rights⁴⁰, the Arab Inter-parliamentary Union (AIPU)⁴¹, The Multipurpose Inter-Parliamentary Union⁴², and other such regional and global groupings.
- 10.4** Greater efforts are needed to involve people who use drugs, their organisations and networks, at all stages of campaign planning, implementation and reporting so as to ensure that their views are accurately reflected at all times and that the voice of people who use drugs is given by people who use drugs themselves.
- 10.5** Efforts should continue to support regional and international level debates on the needs and rights of people who use drugs at a range of existing conferences and meetings, including those not specifically

³⁹ <http://www.ipu.org>

⁴⁰ <http://www.ipu.org/iss-e/hr-law.htm>

⁴¹ <http://www.arab-ipu.org>

⁴² <http://tmipu.org/>

addressing HIV/AIDS or even health, such as at law enforcement conferences and events promoting democratisation, etc.

10.6 Efforts by a broad range of development partners should be made to integrate the SDP campaign into capacity building efforts - especially among organisations and networks of people who use drugs - and to use the annual Day of Action as part of capacity building programmes, such as planning, leadership, budget management, data collection and reporting, etc.

10.7 Additional efforts are needed to encourage participation by more countries throughout Africa, Central Asia, Eastern Europe, and South America as well as more large cities in the USA and Canada.

10.8 In light of the importance of the UNGASS meeting on drugs in 2016, it is recommended that the Day of Action on 26 June 2015 focus on helping the public, together with civil society groups and networks, to:

- Learn about the reasons for the UNGASS 2016 meeting;
- The meeting process and objectives;
- What opportunities exist for influencing the national delegates of a country to the UNGASS 2016 meeting;
- Internal brainstorming by IDPC, followed by discussions with INPUD, the Alliance and HRI, to commence as early as possible in order for such strategies to include use of the last Day of Action - 26 June 2015 - before the UNGASS 2016 meeting in the first half of 2016 at the UN in New York, USA;
- Other initiatives to influence the UNGASS 2016 discussions, outputs and outcomes; such support could be within the framework of a 'Roadmap to UNGASS on Drugs 2016'. For example, IDPC could assist in helping national and regional advocacy events and programmes in the lead up to the UNGASS meeting so that specific messages are heard loud and clear by decision-makers at the meeting; and,
- Consider focusing attention on national level advocacy during the UNGASS meeting rather than focusing only on advocacy at the UNGASS event itself.

10.9 Fundraising to support SDP can take various forms including, but not limited to, the following:

- as **training** to civil society organisations and networks on advocacy, working with the media and influencing decision-makers;
- as part of **democratisation** projects and programmes in which civil society groups and networks are supported to develop the voice of people who use drugs and other 'key populations';
- as part of **human rights advocacy and protection**, i.e. the right to the highest achievable level of health, focusing on donors that support the realisation of such rights for disadvantaged people and groups;
- as part of **community development and safety** initiatives in which access to health and related social services for all is a component; and,
- as part of the prevention, treatment and care of **communicable diseases** amongst those groups most at-risk and who are key to the response.

10.10 Improvements to media engagement could be made through:

- Earlier planning of activities;
- Increased use of public personalities and entertainers with local, national, regional and international recognition and following;
- Increased use of public locations to which the SDP banner can be positioned for maximum media attention;
- Develop strategic partnerships between SDP and judicial challenges to abuses suffered by people who use drugs around the world;
- In collaboration with INPUD, et al, develop a range of short video's that can be used by the major media outlets around the world to highlight the abuses suffered by people who use drugs; and,
- Seek linkages with more mainstream development and human rights agencies, such as Save the Children, CARE International, Oxfam, ActionAid, Amnesty International, Human Rights Watch, etc., to incorporate SDP into their ongoing work and initiatives and to utilise their media linkages and innovative approaches to support the SDP campaign objectives as they relate to specific groups, such as women and children, and marginalised communities, etc.

