right to education
right to housing
right to health
right to a healthy environment
right to work
right to adequate standard of living
maximum available resources

non take-up of rights

minimum core obligations

progressive realisation

non-retrogressive measures
What is a message?

What you are going to say to your target audience in order to achieve your goal
Target audience

- 25% against
- 50% undecided ‘moveable middle’
- 25% supporters
1. Lead with common values
1. Lead with common values

- In this country, paid parental leave is not sufficient
- The minimum wage is not high enough
- Most of us believe that family is important
- All workers should be paid fairly
How values-based campaigns can unite diverse movements

No cause is an island. Human rights and other movements can better work together by identifying and working to strengthen shared values like social justice, equality and love.

By: Tom Crompton
April 11, 2019

Available in:
Español | Français

Source: https://www.openglobalrights.org/how-values-based-campaigns-can-unite-diverse-movements/
2. Describe issues of broad public interest
2. Describe issues of broad public interest

- Refugees should have better working conditions
- The gap between rich and poor in this country is at historic levels
- All work has value and all working people have rights
- No matter our differences, most of us want a good standard of living
3. Describe what you stand for, not what you’re against
3. Describe what you stand for, not what you’re against

[Programme] does not discourage people from working

[Programme] allows people to prosper and thrive when they’re struggling

Social security is not a drain on public resources

Social security is an investment in our wellbeing
4. Create hope, not fear
4. Create hope, not fear

This is not an adequate childcare plan

The government shouldn’t adopt policies that undermine the quality of working conditions

We support a programme that makes it affordable for any working parent to have their kid in great care

The government should adopt policies that ensure high-quality working conditions for all
A Guide to Hope-based Communications

Source: https://www.openglobalrights.org/hope-guide/
Empirical examples

• “hope can be considered the most powerful effect of poverty-reduction programmes, setting in motion a positive cycle” – Keetie Roelen (2018)
  • In Ethiopia, poor people were asked to watch a one-hour documentary showing successful agricultural and business practices in similar communities as their own → led to greater savings and investment within 6 months
  • In Uganda, children watching a move about a girl from a township in Kampala becoming an international champion chess player was found to increase math test scores

Source: https://www.openglobalrights.org/could-hope-and-aspirations-end-the-vicious-cycle-of-poverty/
5. Give the issue a human face
5. Give the issue a human face

- Eligible individuals, recipients, enrollees, beneficiaries, etc.
- Roma, migrants, Muslims

- Mothers, children, friends, neighbours, teenagers, etc.
- A person who is Roma
  A migrant person
  A family of Muslim background
5. Give the issue a human face

As far as your identity is concerned, what defines you most is...
(N=20589)

- I am human: 40.8%
- Global (I am a citizen of the world): 18.6%
- Nationality: 13.0%

Source: http://www.shaperssurvey2017.org/
5. Give the issue a human face
6. Focus on outcomes, not processes
6. Focus on outcomes, not processes

- Healthcare coverage, access to coverage (X)
- Minimum wage increase (X)

- Care, treatment, prevention, getting and staying well (✓)
- People are paid enough to have a good life (✓)
7. Identify responsible actors
7. Identify responsible actors

Health disparities are increasing

Lawmakers refused funds for health and nutrition for people struggling to make ends meet

X earn less than Y

X are paid less than Y
SO WHY ARE WOMEN STILL GETTING PAID LESS THAN MEN?

Source: https://youtu.be/Oak9FZSpmql
Checklist

✓ Lead with common values
✓ Describe issues of broad public interest
✓ Describe what you stand for, not what you’re against
✓ Create hope, not fear
✓ Give the issue a human face
✓ Focus on outcomes, not processes
✓ Identify responsible actors
Practical Activity 1
Thursday, 5 June 2019
Practice

In our country, we embrace the belief in opportunity for all and treating others like we want to be treated. Discrimination toward anyone, including different ethnic groups, is out of line with the values we hold dear.

Everyone should have the ability to provide for themselves and their families and to access quality healthcare when they are sick, regardless of who they are.

The government’s policy denies ineligible persons full labour market access and health coverage. We propose a policy that treats everyone equally but does not take away from other people’s rights.
Practical Activity 2
Thursday, 5 June 2019
Step 1: Choose your goal and target audience

In order to achieve your goal, what are you going to say to your target audience?
Step 1: Choose your goal and target audience

In order to achieve your goal, what are you going to say to your target audience?

- Promote equal access to healthcare in the country
- Ministry of Health
Step 2: Build a simple message

- Lead with shared values
- Introduce the problem
- Offer solutions

Source: Anat Shenker-Osorio (2017)
Example messaging narrative

All people deserve an equal standard of healthcare services. This means that every person has the right to all necessary medical services needed for getting and staying well.

However, currently, healthcare services aren’t reaching people living on some remote islands as much as those living in coastal areas. This is especially concerning since people living remotely are mostly elderly.

This is why the Ministry of Health should introduce regular helicopter medical teams to these islands to provide all needed medical care.

We should have quality and equal standards of medical services for everyone and everywhere in the country.
Step 3: Create a visual

- Layout
- Length
- Hierarchy
- Grouping
- White space
- Colours
- Fonts
- Images and graphs