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## **WORKSHOPS FOR YOUR GROUP**

### **AIUK ACTIVE LEARNING PROGRAMME 2012**

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- Learn about current campaigns and human rights issues
- Improve your campaigning and group skills
- Enjoy a lively debate
- Put your ideas into action

#### **BOOKING DETAILS**

To book a workshop session, contact your local trainer or get in touch with the Campaign Training Office by email or phone.

[training@amnesty.org.uk](mailto:training@amnesty.org.uk)  
020 7033 1675



## WORKSHOPS FOR YOUR GROUP 2012 PROGRAMME

‘Well worthwhile, clear presentation.’

Lincoln Group on the Marvellous Meetings workshop

‘The Death Penalty workshop worked well because it was interactive. The trainer presented it well and managed to both give us information and elicit ideas and arguments from us.’

Bradford on Avon group on the Death Penalty workshop

### ACTIVE LEARNING

Our workshops form part of Amnesty’s active learning programme, which aims to enable activists to share and gain knowledge, skills and enthusiasm. We call it ‘active’ because it’s a lively way of learning and uses a range of different approaches. It’s also because the purpose of the learning is to take action and bring about change.

All workshops are free, can take place within your group meeting and last around 90 minutes. You can negotiate the exact content with your trainer.

### ARMS TRADE TREATY CAMPAIGN

Many activists were involved in the Control Arms campaign which successfully put the idea of an international arms trade treaty on to the UN agenda. Governments are now hammering out the details and it is time for the final push to ensure we get a robust and effective treaty that saves lives. This workshop will bring everyone up to date on the issue and prepare members for further action leading up to the final treaty negotiations in July 2012.

### POVERTY AND HUMAN RIGHTS CAMPAIGN

There is an introductory workshop to help you get to grips with the key points of this campaign – using the voices and stories of one of the communities marginalised by poverty, Deep Sea in Kenya. Their story provides you with an opportunity to discuss the campaign issues more broadly.

As the campaign strands (Corporate Accountability, Forced Evictions, Maternal Health) develop we will produce and update training modules on these different aspects of the campaign.

### DON'T TRADE AWAY WOMEN'S RIGHTS IN AFGHANISTAN

A key strand of the Women’s Human Rights programme concerns women’s rights in post-conflict settings, where the UK has influence. The transition to handing over responsibility for peace and security to the Afghan authorities is under way. This includes talks with the Taliban and other insurgent groups – but are women part of this process? What is the reality for women and girls as they try to secure an education and political participation? What can activists do to ensure women’s rights aren’t traded away in the process?



## CREATIVE CAMPAIGNING FOR INDIVIDUALS

Action for individuals and their families is at the heart of Amnesty's work. This workshop will help you understand the range of ways that you can take action to support them. It will help you take a fresh look at your casework so you can involve more people and think more creatively for individuals at risk.

## COMMUNITIES AT RISK

Amnesty works with and for communities at risk. Our Individuals at Risk Programme and the Demand Dignity campaign presents us with more opportunities to develop this solidarity work. We will look at some of the communities we have been working with, examine the positive impacts we can have, as well as some of the challenges we face. It will also give you an opportunity to develop some creative solidarity actions to support these communities in their campaigning.

## DEATH PENALTY

Amnesty opposes the death penalty in all circumstances. We believe that it does not have a place in the modern justice system. It does not act as a deterrent and due to its irrevocable nature it does not allow for mistakes and miscarriages of justice to be rectified. Find out more so you can take action or simply improve your knowledge.

## LOBBY YOUR MP

What does the new Coalition government mean for human rights and how does this impact on Amnesty's work? MPs give more attention to a member of their constituency than an organisation – even those they support. Find out how to lobby your MP effectively to ensure that human rights remain high on the political agenda.

## CREATE A SCENE

An effective campaign needs an opportunity or 'hook', something to provoke interest. Whether you are in a rural setting, large city, high street or campus, this session will help you come up with an appropriate photo opportunity to raise the profile of our campaigns and your group's activities.

## COMMUNICATE YOUR MESSAGE

There are many opportunities to get Amnesty's message out there, but it's not always easy to get it across to people in a way that's simple, vivid and relevant. This session will help you devise clear messages for different audiences.

'The workshop was very interesting, fruitful and useful.'

Leicester Group on the Writing for Rights workshop

'Very good and easy going. We asked questions as we went along, and took away lots of ideas.'

Portchester Group on the Hitting the Headlines workshop



## WORKSHOPS FOR YOUR GROUPS 2012 PROGRAMME continued

'I really liked the workshop because it allowed everyone to discuss and share views, something we don't always get time for in a busy group meeting.'

Maidstone Group

### HITTING THE HEADLINES

Local media work plays an important role in Amnesty's work. Studies show that more people read local and regional newspapers than national ones. This session will help you feel more comfortable about approaching your local media through practical sessions on press releases and letters to the editor.

### WRITING FOR RIGHTS

Letters can save lives. Letters can also result in improvements in human rights conditions, the release of individuals, changes in policy and new human rights standards. Develop a strategy to maximise the impact of your letter writing and involve others in your work.

### ANSWERING TRICKY QUESTIONS

Do you ever get asked tricky questions about Amnesty? If you are in contact with members of the public, communicate with the press, give talks or just want to explain to your friends what Amnesty stands for then you will find this a useful session.

### FUNDRAISING MADE EASY

Fundraising can generate support for campaigns, increase local media coverage, attract new supporters and members, raise awareness and understanding and bring an international organisation 'closer to home'. This session will include ideas for successful fundraising activities and help you plan your own.

### MARVELLOUS MEETINGS

Take some time out to reflect on your group. Are there any changes that would make your group meetings more productive and enjoyable? Help find some practical solutions to make your meetings effective and fun. A good meeting means people will come back.

## BIG AMNESTY DEBATE

In October 2011 we organised the Big Amnesty Debate. Over 100 Amnesty activists and expert speakers came together to examine and debate some key human rights issues in our 50th year.

A DVD of debate highlights and suggestions for debating points for groups to use is available by e-mail from the Activism Team at [activism@amnesty.org.uk](mailto:activism@amnesty.org.uk)