

CHALLENGE POVERTY WEEK

5 - 11 October 2020

ACTIVITY TOOLKIT



Challenge Poverty Week 2020

Introduction

We all want to do right by each other. And yet, we live in a society where one in five people live with the constant pressure of living in poverty.

Too many people are struggling to pay bills, put food on the table and take part in society. This is particularly true for women, disabled people and people from black and minority ethnic communities.

Challenge Poverty Week is designed to highlight the growing problem of poverty in Scotland and showcase the solutions we can all get behind to solve it.

As we plan our economic recovery, we must redesign our economy to reflect the values of justice and compassion we all share. By boosting people's incomes and reducing the cost of living we can end poverty.

Our governments must invest in affordable and accessible public services and ensure that social security benefits provide enough money for people to live a decent life. Employers must offer secure contracts and ensure every worker is paid a real Living Wage. We can all play our part by holding governments to account.

#ChallengePoverty #TogetherWeCan



Religious leaders from different faiths supporting Challenge Poverty Week 2019

Challenge Poverty Week 2020

Challenge Poverty Week Aims

Challenge Poverty Week is an opportunity for you to raise your voice against poverty and unite with others in calling for a more just and equal Scotland.

The aims of the week are to:

- To raise a unified voice against poverty and show that we all want to live in a more just and equal Scotland.
- To build awareness and support for solutions to poverty.
- To change the conversation around poverty and help end the stigma of living on a low income.

The key messages for Challenge Poverty Week 2020

- Too many people in Scotland are living with the constant pressure of living in poverty.
- As we plan our economic recovery, we must redesign our economy to reflect the values of justice and compassion we all share.
- By boosting people's incomes and reducing the cost of living we can solve make sure we all have what we need.

#ChallengePoverty #TogetherWeCan



Activity Guide

How to Get Involved

Taking part in Challenge Poverty Week can be rewarding and impactful. Here are some examples of actions you can take, whether you're a trade union, voluntary organisation, community group, faith group or an individual.



Due to COVID-19 we are encouraging Challenge Poverty Week activities to take place online whenever possible. However, if the official guidance allows then in-person actions could be organised. See page 8 for a guide to online specific actions.

“Challenge Poverty Week offers the chance to explore some of the most innovative and effective work and to identify the barriers that too many people face when trying to lift themselves from poverty.” **Craig Wilson, SCVO.**

Organise a Themed Discussion, Conference or Lecture

Discussion sessions about local or national issues, or speaker events or lectures on research or lived experiences of poverty, are a great way to build support for solutions to poverty and can encourage people to commit to further actions.

Target audiences may include:

- Professionals in your area
- School, college or university students
- The wider public
- Politicians and civil servants
- People in your local community
- Work colleagues

Possible topics may include:

- Links between poverty and gender / ethnicity / disability /
- Poverty and inequality
- In-work poverty and fair work
- Poverty and mental and physical health
- Fuel and food poverty
- The stigma of poverty
- Poverty and climate change

Activity Guide

Get Heard Community Discussion

Get Heard Scotland (GHS) is a program coordinated by the Poverty Alliance to facilitate **discussions about how to address poverty**. You may decide to facilitate a Get Heard discussion as part of Challenge Poverty Week. The most appropriate audiences for these events are individuals with lives experiences of poverty, and national and community organisations working to address poverty. Use our Get Heard toolkit to help you deliver this activity, which can be found on our website: www.povertyalliance.org.

Discussions should be focused around these three simple questions:

- What works in your community?
- What doesn't work?
- What needs to change?

These events are great opportunities to make your voice heard because findings are shared with local government, national government and health boards.

Activity Guide



“By taking steps so tiny that they may seem trivial, you’ll sail calmly past obstacles that have defeated you before... and lay down a permanent new route to change”

Push for change

Getting involved in Challenge Poverty Week isn’t just about organising events or launching campaigns. You can push for change by taking small, simple actions. The more people who take these actions, the more powerful they become.

Examples of simple actions:

- Write to your local politician to ask them to commit to taking further action to end poverty. You will find template letters on our website, or you can write about an issue you care about.
- Talk to the media about your experiences or your community (join our free media training to help with this).
- Use social media to share anti-poverty content like petitions, news articles or research.
- Get involved with existing community initiatives or charities.

FREE Challenge Poverty Week media training

The Poverty Alliance is offering free training sessions on how to **talk more effectively about poverty** in the media and online. Go to www.challengepoverty.net for details.

Activity Guide

Talk to your local politicians

Local Councillors, MPs and MSPs make themselves available to their constituents in various ways, so you can speak to them about addressing poverty in person at their surgeries, via email, or over the phone. If they are committed to ending poverty, find out how you can support their efforts. Talk to them about issues you care about or highlight the work of your group or organisation to them.

Scottish local authorities and the Scottish Government have a legal duty to reduce child poverty, so **you have a right to hold your elected representative accountable** for the individual actions they are taking to ensure at least the legal targets are made.

- You can find your MP, MSP and local councillor and their contact details here: www.writetothem.com.
- Find our template letter for elected representatives here: www.challengepoverty.net/resources

Challenge Poverty Week Online

How to make change happen online

We are encouraging Challenge Poverty Week 2020 to take place online whenever necessary. **Pushing for change through digital mediums can be just as successful as traditional methods.** It is an opportunity to connect with lots of people and spread your message in creative ways.

Here are some online actions you can take during Challenge Poverty Week:

- Organise an online discussion or event
- Social media posts: use hashtags to join the national conversation.
- We'll be sharing graphics and template content for you to use and providing resources for you to create your own. You will find these on our website www.challengepoverty.net/ in the run up to the week.
- Email politicians and engage them on social media
- Make a video discussing an issue you care about. You can add a call to action and tag your local politician.
- Write a blog about your own experiences of poverty or the work of your organisation.
- Start an online petition about an issue you care about.

Challenge Poverty Week Online

To have as big an impact as possible online, follow these key principles for online actions:

- **Know your target and make sure they know you're targeting them:** if you want to get your local MSP to make a commitment, tag them in your post.
- **Give your target a reason to respond:** you could tag a local journalist
- **Be personal:** sharing your story will evoke emotion and encourage action
- **Attract as big an audience as possible:** tag big, influential social media accounts
- **Be short and brief:** The most shared content is content which is brief and says only what it needs to say.
- **Frame your content effectively:** learn how to help change the conversation around poverty and win the argument for solutions to poverty by visiting challengepoverty.net/free-training/ or by attending our free media training.

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Beyond Challenge Poverty Week

Challenge Poverty Week is a fantastic opportunity to come together to put the spotlight on poverty and showcase solutions. But to end poverty, we must sustain our efforts after the week.

Here's what you can do to keep up the pressure to end poverty in Scotland:

- Continue to share poverty related articles and research after Challenge Poverty Week.
- Use Challenge Poverty Week to plan a local or national campaign.
- If you wrote to your elected representative, follow-up with them.
- Continue to support local and national organisations in the fight against poverty.

Free Online Campaigns Training

Challenge Poverty Week 2020 is more than an awareness raising week; it's a week to set in motion the changes in policy which will help to eradicate poverty in Scotland.

To help make this happen join our free online campaigns training on Tuesday 8 September. You'll learn how to launch and grow a campaign from beginning to end, and the strategy and tactics you'll need to win change. The training is suitable for both organisations and individuals. Find our more details and sign up [here](#) or on our website www.challengepoverty.net

How Can We Help?

To support your involvement in Challenge Poverty Week, we can:

- Promote your activity through social media, local media, and our events calendar.
- Provide free training on media, social media and how to build support for solutions to poverty and push for change
- Get individualised advice: email suzi.murning@povertyalliance.org.
- Provide social media graphics, media templates and petition letters.



Above are example of resources you can find on our www.challengepoverty.net

Planning on getting involved? Let us know by submitting information about your action to our online calendar.

Get Involved Meetings

Join one of our online Get Involved Meetings where we'll explain all the ways you can get involved and make a difference. You'll also be able to swap ideas with others from your sector and hear from guests about successful actions from last year. Sign up here or on our website

- Voluntary Organisations, 30th July, 10am-11.30am
- Trade Unions, 2nd August, 10am-11.30am
- Faith Groups, 13th August, 10am-11.30am
- Businesses, 20th August, 10am-11.30am
- General – all welcome, 27th August, 10am-11.30am

Challenge Poverty Week 2020

Together we can challenge poverty!

Challenge Poverty Week is a real, practical opportunity to build a stronger **movement against poverty** and demonstrate our values of **justice and compassion**. At a time when life is becoming tougher for many people, it is vital that we build support for ending poverty.

Get in touch

Email: suzi.murning@povertyalliance.org

Website: www.challengepoverty.net

Phone: 0141 353 0440

Twitter: @CPW_Scotland or @PovertyAlliance

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