

# CHALLENGE POVERTY WEEK

**5 - 11 October 2020**

**ACTIVITY TOOLKIT  
FOR LOCAL  
AUTHORITIES**



# 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. Below are some examples of actions you can take.

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.



### Speaker event or public meeting

Speaker events can have different structures and vary widely in scale, from a lunch-time talk delivered to your colleagues about a piece of research you have undertaken around poverty, a public conference with a hundred attendees, or a public meetings, where the local authority can present what is being done in the area to combat poverty, and ask the community for further suggestions, which can be fed into your local **Child Poverty Action Reports**. They can also be **organised online** or in a socially distanced way.

Target audiences may include:

- Community groups and charities
- Work colleagues
- Local government professionals
- School and college students
- The wider public
- Businesses
- Frontline workers

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.

A number of local authorities have already run successful Get Heard Discussions, and the feedback can be fed into your local **Child Poverty Action Reports**. Use our Get Heard toolkit to help you deliver this activity, which can be found on our website: [www.povertyalliance.org](http://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?

# Activity Guide

## Lesson plan at schools and colleges

We have developed a lesson plan for Challenge Poverty Week with the help of education professionals, as a tool for engaging with schools and young people around poverty and inequality. Get in touch with a local school or youth group and ask if any teachers or group leaders would be interested in delivering this activity themselves or alongside you. You can find the lesson plan here: [www.challengepoverty.net](http://www.challengepoverty.net)

You may also want to get in touch with local colleges and ask if they would be interested in delivering a lecture around poverty as part of a related course or as an independent event. Possible topics are as outlined in the previous page.



## **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](http://www.challengepoverty.net) for details.

# Activity Guide

## Visits from local councillors

Local councillors may take the opportunity to visit organisations in their ward and hold discussions about the reality of poverty in the area and gather suggestions as to what the local authority could do to address it. Example of organisations to visit are:

- Primary and secondary schools
- Community groups or organisations
- Local churches or religious centres
- Local charities
- Public sector organisations

# Activity Guide

## Open days

This is an opportunity to showcase and celebrate the work to combat poverty and inequality that is being done across your local authority area, as well as connect with other people who may want to join your efforts or use your services. You may choose to hold an open day yourselves or support local organisations to hold their own open days. You can invite other local organisations to have a stall at your event to showcase their work too. As part of this event, you can deliver a series of activities to attract a wider audience, such as:

- Children's activities like games and face painting
- Community art exhibition
- Live music and spoken word
- Discussion or talk about your work and further commitments to address poverty and inequality

## Information stall

Hold an information stall at a local community centre, a shopping centre, the local square or high street, or as part of a wider event. This is an opportunity to showcase your work relating to poverty and inequality and connect with people who may use your services or want to join you. It is also a valuable chance to inform the public about the solutions to poverty that your local authority is implementing.

# 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:

## Write a blog, make a video or talk to the media

Creating media content that highlights the solutions to poverty can be a very valuable way to participate in Challenge Poverty Week. Topics may include research related to poverty, work that is currently being done, interviews with experts including people with lived experience of poverty and those working to address it, and public commitments for further action. To support your activities, you can find our media toolkit in our website: [www.challengepoverty.net](http://www.challengepoverty.net)

- 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 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/](http://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](http://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](mailto:suzi.murning@povertyalliance.org).
- Provide social media graphics, media templates and petition letters.



Above are example of resources you can find on our website [www.challengepoverty.net](http://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](mailto:suzi.murning@povertyalliance.org)

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