

REWRITING THE NARRATIVE: LANGUAGE, STORYTELLING AND GENDER-TRANSFORMATIVE ADVOCACY FOR HARM REDUCTION PROGRAMMES.

Speakers/Facilitators:

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Andrea Guillem, is a political scientist with postgraduate studies in Gender and Development from the University of the Basque Country. She leads global advocacy and campaigns at W4GF, advancing gender-transformative HIV responses while amplifying women's voices in global health.

Marcelo Ayala is a multimedia producer and documentary filmmaker, graduated from Pontifical Catholic University of São Paulo, with postgraduate studies at New York University (NYU). Paralelo Media co-founder with 7 years covering drug policy across Latin America.

Background and aims:

The workshop aims to enhance participants' ability to craft compelling messages through storytelling, moving away from prohibitionist and criminalizing narratives. With a gender-transformative lens, it supports advocacy for people-centered HIV responses, harm reduction services and drug policy reform.

Description of workshop:

Shifting Narratives on Drug Use – Led by Paralelo Media, will discuss real-case campaign strategies to reframe discussions around drug use, particularly for people who inject drugs.

Gender-Transformative Language in HIV Advocacy – W4GF presents a gender-transformative language guide, emphasizing key messages for inclusive, people-centered HIV and harm reduction policies.

Practical Application & Discussion – Participants receive language guidelines for drug policy and HIV advocacy, followed by an interactive discussion on applying these approaches to their work.

Methods and format:

The workshop will last 120 minutes, and it will have an interactive approach, combining experts' presentation with case studies and communications campaign examples, use of practical guides with discussions to enhance participants' understanding and application to shifting narratives in their work.

Ideal number and type of delegate:

The workshop is designed for 45 to 60 participants engaged in advocacy for people who use drugs, particularly those looking to leverage communications as a tool to reduce stigma and discrimination.