

Getting What Our Sector Needs – How to Campaign for Change

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Introduction and Aims:

Campaigns and campaigning are connected, sustained actions and interventions that have a specific social justice goal. They aim to strategically build capacity and experience and lay the groundwork for ongoing social change.

The workshop aim is to develop a shared understanding of the theory behind social change campaigning and its application in the AOD public advocacy setting.

Method / Approach: Narrative, workshop discussion and activities on social change campaigning in the AOD public advocacy setting

Key Findings:

The workshop will introduce a largely clinical and research-based audience to the phases, strategy, and narrative of campaigning. Further, it will demonstrate how campaigning contributes to changing stigma, policy, and community understanding.

The workshop will engage the audience in discussion of examples of campaign strategy and narrative that can build an alliance of non-traditional supporters of AOD reforms.

Discussions and Conclusions:

In the context of a chronically underfunded AOD sector and the need for widespread drug law reform, this session introduces the theory of social change campaigning. Drawing on the work of the Fair Treatment campaign, this workshop introduces the phases of campaigning, strategy and narrative and applying the theory to achieving AOD campaign goals.

Implications for Practice or Policy (optional): Social change transforms cultural and social institutions and often has profound and long-term consequences. Effective campaign strategies can create and guide lasting and positive transformation for the AOD sector, including destigmatisation, policy and legislative change.

Disclosure of Interest Statement:

The author has no interests to declare.