

landmine action week



Action points - what can YOU do?

Organising an event is a very effective way to raise awareness about the problem of anti-personnel landmines amongst the general public and the media.

There are a variety of activities or events you can organise. Here are some ideas and basic steps to help you. But remember, to make any event successful you need to plan ahead and organise something YOU will enjoy. Make it fun and inspire others around you to join the campaign.

Check list

- **Check dates** and check what else is going on in your area to avoid clashes with other events or find out if you can team up with another suitable organisation, group or event.
- **Make a checklist** of the things you will need to organise prior to the event e.g. materials, transport, venue, etc.
- **Book the venue** or arrange a space for your stall with plenty of notice. Choose a busy spot!
- **Always seek permission first** from the local authority, police and/or the shopping centre management.
- **Establish contacts** with people in your local community, college campus etc. This will not only facilitate the organisation of the event but it will also generate more publicity and support.
- **Fundraise or gain sponsorship** by approaching local businesses. You may be surprised at the positive responses you get. If you intend to collect money, you will need to ensure you do the following:
 1. Each collection must have a named promoter (collector in Scotland).
 2. You must get a permit to collect from the relevant licensing authority and all collectors must comply with the relevant regulations and remain within the area stated by the permit.
 3. Each collector will need to have written permission from Landmine Action.
 4. All returns must be in accordance with the relevant regulations.
 5. All collectors must be over 16 (18 in Northern Ireland).
- **Advertise the event** through the local press/radio station, by distributing leaflets, posting them in local shops, the library, etc. It is important to attract supporters and explain why you are organising the event.
- **Contact your local media** about Landmine Action Week 2004. Get coverage before and after to maximise the impact of your event. Local media are always keen on new local stories. See the enclosed sample press release.
- **Contact Landmine Action** with plenty of notice for additional materials such as leaflets, posters and stickers.

- **Share your experience**, take pictures and send them to us. Your feedback is greatly appreciated.

Organise an event or activity

- **Film:** Showing a film at your local cinema, university or school can generate a lot of support and also provide the public with first hand information about the problem of anti-personnel landmines. Contact Landmine Action to borrow a copy of 'The Ottawa Treaty'.
- **Sponsored event:** Walks, bicycle rides or non-uniform days are all great ways to generate publicity. Please use the enclosed sponsorship form for any sponsored event you organise.
- **Information stalls:** These are a great way of gaining people's attention and support. Stalls can be held in a variety of locations: your local shopping centre, library, market.
- **Send a letter to your MP:** Use the information in this pack to inform your local MP of your concerns about the anti-personnel mine problem and remind him/her of the UK government's obligations under the Ottawa Treaty. Request that he/she raise the issue in the House of Commons to ensure that landmines remain on the political agenda.
- **Send a letter to the Ambassadors to the UK of non-States Parties:** Write to the Ambassadors to the UK of Poland, Finland, and/or Latvia voicing your concern over the respective countries' non-membership of the Ottawa Treaty, and request that they put pressure on their governments to join the treaty NOW! (See enclosed sample letter and factsheets giving information about each country).

Ideas for schools

- **Assembly:** Make the problems of anti-personnel landmines the focus of an assembly and raise awareness of the issue throughout the whole school.
- **Citizenship:** Use a Citizenship lesson to teach about anti-personnel landmines. And the Ottawa Treaty.
- **Exhibition:** Invite children and local artists to produce some art work relating to anti-personnel landmines. Alternatively you could borrow Landmine Action's photographic exhibition of landmines. Finding the right public space (e.g. library, school or community hall) is vital as you are aiming to attract maximum attention.
- **School disco or talent show.**
- **Hold a raffle or a cake sale.**

If you would like more information about the problem of anti-personnel landmines please contact:
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