

landmine action week

WHAT YOU CAN DO

Organising an event is a very effective way to raise awareness about the issues covered in this pack both amongst the general public and the media.

There are a variety of activities or events you can organise and here are some ideas and basic steps. 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.

Organise an event or activity

- **Film screening:** Showing a film at your local cinema, university or school can generate a lot of support for these campaigns and is also a good way to provide the public with first hand information about the issues. **There will be a film called 'Disarm' available to borrow from Landmine Action in August 2005.** Please contact rsile@landmineaction.org or call 0207 820 0222 to request a copy of Disarm.
- **Exhibition:** Getting children at your local school and local artists to draw pictures related to the topic are ways to involve your community. Or you could borrow the Landmine Action's photographic exhibition. Finding the right public space (e.g. library, campus, school or community hall) is vital as you are aiming to attract maximum attention.
- **Information stall:** These are a great way of gaining people's attention and support. Stalls can be held in a variety of locations: at your local shopping centre, library or market.
- **Sponsored event:** Events such as walks, bicycle rides and non-uniform days can all generate publicity.
- **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 state your support for the Falklands Initiative to clear landmines. 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 in South Asia:** Write to the Ambassadors to the UK of India, Pakistan, Nepal and/or Sri Lanka 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 fact sheets giving information about each country).

Events 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 (or 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. It is important to attract supporters and explain why you are organising the event.
- **Contact your local media** about Landmine Action Week 2005. Get coverage before and after to maximise the impact of your event. Local media are always keen on new local stories.
- **Contact Landmine Action** with plenty of notice for additional materials such as leaflets, posters and stickers.

After your event please use the feedback form in this pack to let us know what you did for Landmine Week 2005. We need your stories for future campaigning.