



scottish
consortium
for learning
disability

Building respect in the
Scottish community



learning disability week

Get

Active!





Learning Disability Week is all about:

- Getting involved
- Making a noise
- Being heard
- Local people campaigning about local issues.



The Get Active pack will:

- Give you ideas on campaigning
- Show you different ways of campaigning
- Support you make Learning Disability Week a success.



The theme for Learning Disability Week 2010 is “Has ‘The same as you?’ made a difference?”.

There are lots of different issues you could look at with this theme like:

- Local Area Co-ordination
- Advocacy
- Self Directed Support
- Health
- Employment and Education
- Accessible Information
- Short Breaks
- Day Opportunities
- Transport
- Leisure and Recreation.. and the list goes on!



Why campaigning is important:

- If something isn't working well it can change things for the better
- It can work – e.g. the protests about cuts to Local Area Co-ordination services in Argyll and Bute.



What you need to think about before starting a campaign:



- What your message is and what you want to change
- What information and evidence you need to show that change needs to happen
- How your ideas will make a difference
 - Who you need to get on your side to help your campaign
 - Who you need to target with your campaign messages, these will be the people who can bring about the changes you are looking for
 - The timescale for your campaign, e.g. is there a meeting you want to target, do you want to use Learning Disability Week as the focus?
- If you have money to spend on your campaign, but there are still things you can do if you don't have money.



Some of the ways you can campaign are:

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- Campaigning through the media
 - Letters to your local council, Councillors, the Scottish Parliament , your local MSPs
 - Go to see your MSP or local Councillor at their local surgery meetings
 - Organise a petition
 - Host an event to talk about the issues affecting people in your area
 - Design an awareness raising poster, get it printed and then target local places to display it for you, for example Dr's surgeries, supermarkets, libraries
 - Protest outside a meeting.

At the end of this pack there are examples of how to use the campaign tools listed above.

We will keep adding to these and give you more information on how to get campaigning in your area.



Campaigning through the media

Getting in touch with media can really help get your message out.



It also doesn't cost any money.

Local newspapers and radio stations will often be keen to run stories about local people and events.

You can get in touch with them by:

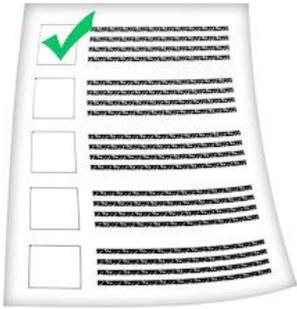
- Phoning them to tell them about your plans
- Writing a press release and sending this to them by email, fax or post.

Make sure you get in touch with them about a week before your event.

Make sure you take your own photos of the event so you can send them on to the media afterwards.

If you are going to get in touch with the media be ready to answer the questions below:

1. **What** is happening?
2. **Why** is it happening?
3. **When** is it happening?
4. **Where** is it happening?
5. **Who** is going to be involved?



So for example if you are going to host an event to get people talking about job opportunities in your area here's what you need to tell the local press:

- **What** = it's a 'Let's talk about jobs' event
- **Why** = it's Learning Disability Week
- **When** = the date you've chosen
- **Where** = the venue for the event
- **Who** = the people you've invited along especially any MPs, MSPs or local Councillors that might be coming

Sample Press Release

This is at the end of the pack

You can use this to start your press release

All you need to do is fill in the blanks, print it out and then get local press contacts to send it to.



Organising a Petition

A petition is a list of people's signatures.

They can be a good way of getting lots of people behind your message and showing that lots of people agree with what you're trying to do.

Your petition needs to have a statement to start it off as this is what people are agreeing with.

Your statement should be clear and to point, it must also be easy for people to understand.

After the statement you should allow lots of space for people to put their names and addresses.

There is a sample petition at the end of the pack.

People don't have to give their address if they don't want to.



Website petitions are becoming really popular, there are websites where you can set up your petition and then you just need to send the link round lots of people and get them to send it to even more people.

Recently there was an online petition about cuts to Local Area Co-ordination in Argyll and Bute.



The website campaigners used for their LAC petition was:

- www.gopetition.co.uk

You can see the LAC petition at the address given below:

- www.gopetition.com/petitions/save-local-area-coordination-services-argyll-and-bute.html

There are lots of other online petition websites and you could get some ideas on how to word your petition from these.



Just put the words online petitions into your internet search box and see what suggestions it makes.

The most important thing about petitions is to get it out to lots of people and get lots of people to send it out to others for you too.



You need to know who you want to send the completed petition to, this might be the local council, the Scottish Parliament, the Health Board, Community Planning Partnership or someone else in your area.



Writing letters

This can be a really cheap way of campaigning.

It can also be really good way of getting your message out to people who can really make a difference.

Here are some tips for writing good campaigning letters:

- Make sure the people you write to can help you and bring about change
- Make your letter short and clear
- Be clear about what you want the person to do for you
- Ask other people and organisations who support your campaign to also write letters to those who can make change happen.

Think about giving people a sample letter that they can copy.

There is a sample letter you can use at the end of the pack. Remember to change it to talk about the issues you want to campaign about.

Just like petitions the more people you've got writing letters like yours the more it shows how important the issue is to people.



Holding an event or meeting

This can be a good way of getting people together to talk about campaigning on a local issue.



It will help get people's ideas on:

- what messages you want to get out about your campaign
- what are the best ways of campaigning in your area
- who you are going to target with your campaign
- how to get as many people as possible involved in the campaign.



You will probably need to have some money available to run awareness raising events, especially if you want to get lots of people together.



You might have to hire a hall or other type of venue for people to meet in.



Some of the ways you can save money in running a meeting or event are:

- finding somewhere you could get a meeting room for free (e.g. local social work department, community centre, library, church)
- ask people to bring along their own lunch and drinks
- ask if the local council or other local company/organisation would be willing to sponsor (give some money) to your event.



You will need to send out lots of letters, flyers and invitations to get people to come along to the meeting.

During the meeting you will need:



- Someone to chair the meeting who will help keep things to time and make sure people get to have a say
- Someone to take notes to remind people what was talked about and decided
- Someone to talk about the ideas for the campaign and give information on what you're trying to do.

And remember if you want people like Councillors, MSPs or the press at your meeting; give them plenty of notice about it.



Making a poster

Posters can be a really good way of getting your message across.

They can be put up in lots of different places so that more and more people get to know about your campaign.

They can be good for getting more people to sign up to and support your campaign.



They can cost quite a lot of money to produce and you will probably want to get some advice from a designer or printer about how your poster should look.

Below is a list of the information you will need on your poster:

- What your campaign is about
- How it affects people
- How people can find out more or get involved with your campaign.

You want your poster to get noticed so think about:

- Using a really good image or photo
- Not having lots of words on it
- Using the logos of who is running the campaign and other organisations supporting it.





Organising a protest

Another cheap way of campaigning is to hold a peaceful protest.



You could do this outside somewhere like a council building or the Scottish Parliament.

You could hold the protest on the day you know the council are meeting about an important decision.



The more people who would be willing to come along to the protest the stronger your message will be.

You could also make up posters and placards to help get your message across.

Sample Press Release

To: _____

From: _____

Tel: _____ Date: _____

_____ (where you are from) (man/woman/group) gears up
for Learning Disability Week

_____ (where you are from) people with learning disabilities
are planning a _____ (what you will do) to celebrate
Learning Disability Week.

The _____ (your event) is part of activities across
Scotland aimed at raising awareness of issues affecting people with
learning disabilities and their families and carers. The theme for
Learning Disability Week 2010, which will run from 21st – 27th June
is “Has ‘The same as you?’ made a difference?”

The _____ (your event) will include _____ (what
will happen).

_____ (your name and role) said;

“Learning Disability Week is about raising awareness of what it means to have learning disabilities. If we all work together we can build a more equal Scotland where people with learning disabilities are respected. That’s why we have decided to hold a _____ (your event) _____.”

ENDS

NOTES TO THE EDITOR

Learning Disability Week is co-ordinated by the Scottish Consortium for Learning Disability (SCLD).

SCLD is an organisation set up to help people make the changes set out in the Scottish Executive’s review, 'The same as you?'. SCLD is for anyone interested in finding out more about 'The same as you?' and making things better for people with learning disabilities. You can contact SCLD on Tel. 0141 418 5420 or check out their website for information: www.sclld.org.uk

‘The same as you?’ is a national policy published by The Scottish Executive in 2000 which sets out how people with learning disabilities and their families should be supported to lead ordinary lives in their communities. 2010 is the tenth anniversary of ‘The same as you?’.

Sample Petition

We, the undersigned, want to (now put in what you want your petition to be about).

First Name	Second Name	First line of address	Postcode

Sample Letter

Put your name and
address in this space

Put the address of
the person you are writing to
in this space

Date

Dear MSP/ local Councillor/ Director of Leisure Services (Put the
name of the person you are writing to in here).

I wanted to let you know about the difficulties people with learning
disabilities and their families have in using leisure centres in this
area.

Here are some of the problems we have faced:

- Staff at reception unfriendly
- Not being able to book into fitnesses classes and being told to
go to special sessions just for disabled people instead
- Not enough large changing rooms for us to use
- Lack of support from leisure centre staff in using gym
equipment

People with learning disabilities and their families have a right to
access services in our community just like other non-disabled
people.

We would like local leisure centres to be more welcoming and
accessible places for us to visit and think that leisure staff need to
have training in disability awareness.

We hope you will listen to our worries and want to help us make
things better for everyone.

We hope to hear from you soon.

Yours sincerely

Sign your name in this space.

More Information



That's the end of the pack for now. Keep checking the SCLD Website as we'll be adding more advice on how to campaign and more sample documents you can use.

We hope it helps you get things going for Learning Disability Week where you live.

We'd really like to hear if you have any plans for Learning Disability Week. So if you want to talk over your ideas, keep us up to date or just want to know more, please get in touch with Jan Murdoch at SCLD on Tel. 0141 418 5420 or email ldweek@sclد.co.uk



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