

# Sample Communications Strategy

## Objectives

- To strengthen pro-sex worker rights alliances
- To influence policing and Border Agency practice during the Olympics
- To influence policy debates on issues that affect sex workers
- To provide migrants rights/human rights/ feminists organisations and activists with a critical discourse around sex worker rights and trafficking
- To challenge popular perceptions about sex work and trafficking

## Key Messages

- It is a myth that large sporting events like the Olympics result in an increase in trafficking
- Anti-trafficking measures target migrant sex workers and
  - » make them more vulnerable
  - » undermine their autonomy
  - » undermine their human rights
  - » are being used as immigration controls
- Criminalising sex workers:
  - » doesn't reflect public opinion
  - » runs counter to evidence about how to stop exploitation
- Criminalising clients is just another way to criminalise sex work and sex workers

## Audiences and Targeted Messages

AUDIENCE	WHAT THEY NEED TO KNOW	KEY COMMUNICATIONS MESSAGES
MAYOR	<ul style="list-style-type: none"> <li>• That it will be politically expedient to enact the moratorium</li> <li>• What we want to see changed in policing terms</li> <li>• Our strong evidence base and supporter base</li> </ul>	<ul style="list-style-type: none"> <li>• That there is a strong civil; policing; human rights case for the Moratorium</li> <li>• That it would be easily achievable and cost-neutral</li> <li>• The evidence suggests that suspension</li> <li>• There is broad, cross-party support and support in civil society for this campaign</li> <li>• If you ignore us, we will make your life hell</li> </ul>
MET/ SCD9	<ul style="list-style-type: none"> <li>• What we want to see changed in policing terms</li> <li>• Our rationale and strong evidence base is in line with policing objectives</li> </ul>	<ul style="list-style-type: none"> <li>• Outline of the laws we are requesting suspension of; that this is a limited set and should not be difficult.</li> </ul>

AUDIENCE	WHAT THEY NEED TO KNOW	KEY COMMUNICATIONS MESSAGES
<b>HOME SECRETARY/ BORDER AGENCY</b>	<ul style="list-style-type: none"> <li>• What we want to see changed in UKBA terms</li> <li>• Our strong evidence base</li> </ul>	<ul style="list-style-type: none"> <li>• * We are not really engaging on this level at this stage</li> </ul>
<b>EXISTING ALLIES</b> (MPs; councillors; NGOs; activist groups)	<ul style="list-style-type: none"> <li>• We have the ability to make change if we garner all the support we can</li> </ul>	<ul style="list-style-type: none"> <li>• We need you to support our campaign by:                             <ul style="list-style-type: none"> <li>» signing the letter</li> <li>» publicising our campaign through your networks</li> <li>» speaking on platforms/in media for Moratorium 2012</li> </ul> </li> </ul>
<b>POTENTIAL ALLIES</b> (MPs; councillors; NGOs; activist groups)	<ul style="list-style-type: none"> <li>• Sex worker rights are in line with their political/ ideological/human rights etc objectives (may need targeted materials/ arguments/ discussions here)</li> <li>• Our strong evidence base and supporter base</li> </ul>	<ul style="list-style-type: none"> <li>• We need you to support our campaign by:                             <ul style="list-style-type: none"> <li>» signing the letter</li> <li>» publicising our campaign through your networks</li> <li>» speaking on platforms/in media for Moratorium 2012</li> </ul> </li> </ul>
<b>SEX WORKERS</b>	<ul style="list-style-type: none"> <li>• That we can challenge criminalisation and the related threats/ stigma</li> <li>• That there is strong and vocal support for sex workers among civil society</li> </ul>	<ul style="list-style-type: none"> <li>• A broad cross-section of civil society have signed up to our campaign</li> <li>• The campaign is prompting debate around the issue and forcing some people/organisations/sectors to think about different approaches</li> </ul>
<b>GENERAL PUBLIC</b>	<ul style="list-style-type: none"> <li>• Trafficking is not a helpful discourse to work through problems with sex work or migration</li> </ul>	<ul style="list-style-type: none"> <li>• Sex work is not the same as trafficking</li> <li>• Sex workers are being put at risk and having their rights and autonomy undermined by current laws and policing/Border Agency practices</li> <li>• There needs to be a new discussion around these questions</li> <li>• The Swedish Model/criminalising clients does not resolve these issues</li> </ul>

## TOOLS AND ACTIVITIES

- Moratorium 2012 website:  
<http://www.moratorium2012.org/>
- Press campaign, including sending out releases; contacting journalists with stories; trying to get a CiF piece
- Social media; facebook; twitter; blogosphere
- Getting high-profile signatories to campaign
- Media stunts and direct actions
- Meetings with organisations; police/officials; addressing conferences/etc
- Updates to signatories (internal to campaign; progress reports)

## RESOURCES

- Do you have relationships with any journalists, editors, etc?
- Do you have people with media skills (writing press releases/contacting journalists/ organising press events, photographers, etc) and who are prepared to give interviews, write articles for blogs and social media? If not, can you hold a training session on some of these skills?
- Link to Media Training Guide:  
[www.redumbrellaproject.org/educate/resources/](http://www.redumbrellaproject.org/educate/resources/)

## TIMESCALES

- Are there any dates or events you need to take into account when planning your communication strategy? Some things that may affect these decision include:
  - Events that might shape your campaign;
  - Parliamentary sitting dates or formal committees that may be discussing your issue;
  - The release of official reports or calls for submissions, etc.
  - Think of amount of advance notice different type of media require: is it one day, 2 weeks, more?

## GROUP EXERCISE: STORYTELLING

### WHAT STORIES/ CASE STUDIES DO YOU HAVE?



Do you have sex workers who are prepared to speak about their experiences or concerns about laws that criminalise clients or criminalise sex work in some way?

### CAN YOU FIND SOME POWERFUL EXAMPLES?

Examples can be taken from the stories you have collected or evidence you have gathered in your research about the affect of criminalisation in your country or region; in other countries;

### WHAT IMAGERY DO WE WANT TO USE?

Think about the way sex work and sex workers are presently represented in the media and whether you want to replicate this or whether you want to find another way for sex workers to be represented. For example, are the sex workers you are talking about indoor or outdoor workers are they women or are they also men and trans\* workers? Do you want sex workers represented through images of the body? Silhouettes? In most cases you won't have total control over how sex work and sex workers are represented in the media but you can add your own logos, artwork and photography to press releases that you send out and discuss these issues if you think a journalist is sympathetic.

## POST-CAMPAIGN EVALUATION AND AMENDMENT

Things to think about after campaign:

- Media archive; where/how was the campaign picked up?
- What worked/didn't work?