

# Influencing knowhow

## Campaigns

Since the 1970s people with disabilities have campaigned for the right to be heard, calling for solidarity among people with disabilities and their allies without disabilities in the fight for equality in accessing education, employment and the built environment. As a result, the notion that people with disabilities are passive recipients of care has been dramatically overhauled. A growing and increasingly active disability movement, both in the UK and globally, has over the last 50 years brought people with disabilities from the fringes of society into the centre of change making. For a snapshot of how this happened look at the Disability history guide in this toolkit.



### Quick facts

**41% of stations in Britain don't have step-free access, or let down passengers with disabilities by poor design and services. (Leonard Cheshire analysis of data from Network Rail)**

**Coronavirus has had an impact on the work of 71% of people with disabilities who were employed in March 2020. (Leonard Cheshire/Savanta research 2020)**

Rights, experiences and opinions of people with disabilities and OPDs should always be at the heart of campaigning. This goes hand in hand with policy and research work which informs campaigns. Meaningful engagement with OPDs and people with disabilities should start at the very beginning of any campaign, from deciding on the issue, shaping the strategy, through to delivery and evaluation. This ensures the campaign mission is accountable to the disability movement as well as bringing credibility to the work and greater opportunities for collaboration and reach. Fully inclusive outcomes can only be achieved through fully inclusive processes.






### Where it worked: The Hardest Hit Campaign




In 2011 the Hardest Hit Campaign was a protest march organised by the Disability Benefits Consortium and the UK Disabled People's Council, objecting to the benefit cuts in disability allowance and local service cutbacks. Working alongside people with disabilities, Leonard Cheshire volunteers and staff supported campaigners to participate in a march across London.

The campaign, led by people with disabilities, operated at all levels from collecting data on the lived experiences of people with disabilities of how the proposed benefits cuts would affect lives, providing evidence to underpin policy asks, ministerial questions, petitions and the protest march. We held focus groups and consulted on the best way forward.

While the campaign was successful in overturning the benefit cuts, the key outcome was to have far wider impact, as Steve Winyard, co-chairman of the Hardest Hit Coalition noted: "The proposed cuts had brought together disability charities and disabled people's organisations into a single united force where previously we've had a difficult relationship with differences on policy and ideology."

## Campaign process: OPD entry points

Influencing campaign process	OPD entry points
 <p><b>Assess the landscape and context:</b> Identify what key change or response is needed to improve the situation.</p>	<ul style="list-style-type: none"> <li>■ Horizon scan on what people with disabilities, disability movements and researchers are saying on the issue.</li> <li>■ Build relationships with OPDs, local groups of people with disabilities and service user groups:               <ul style="list-style-type: none"> <li>- Find out what is important to them, and what is/isn't happening on the issue from their perspective.</li> <li>- Are there OPDs working on a similar area? If so, what is their approach, what are their successes/ challenges, what is the potential for collaboration on this campaign? What is the potential for building a longer partnership?</li> </ul> </li> <li>■ Assess how you can share resources, information and value (both ways), to help identify the key issues, activity already taking place, and potential solutions.</li> </ul>
 <p><b>Collaborate:</b> Authentic relationships create the best campaigns, so it is important to make the right choice.</p>	<ul style="list-style-type: none"> <li>■ Identify who the OPD allies are: Who should be involved? Who can help make the change required? Ask:               <ul style="list-style-type: none"> <li>- What are their key objectives, success, values? What expertise and credibility do they have on their specific area?</li> <li>- What does their membership look like?</li> <li>- What OPD connections are there already with your organisation?</li> <li>- What relationships do OPDs already have with key decision makers?</li> <li>- How will they bring greater credibility to the campaign?</li> </ul> </li> <li>■ Collaboration with OPDs will provide stronger and more authentic messaging, which both supports the wider disability movement and builds trust.</li> </ul>
 <p><b>Agree approach:</b> Now you know what you want to change and have identified allies, you can map out your campaign approach, strategy and set objectives.</p>	<ul style="list-style-type: none"> <li>■ Set up a Campaign Group:               <ul style="list-style-type: none"> <li>- Involve everyone in the campaign ensuring accessibility in terms of face to face, virtual and written activities.</li> <li>- Consult and develop plans with OPDs to see if there are areas to combine resources/activity.</li> <li>- Developing messaging: Identify what the messages are for different audiences and how to inspire them to act.</li> </ul> </li> <li>■ Develop tactics to reach new audiences and identified targets: Identify how to get people involved, support the campaign and add pressure to make the change happen.</li> <li>■ Share resources, data, contacts and ideas as this will generate more content and widen the reach of the campaign.</li> </ul>

Influencing campaign process		OPD entry points
	<b>Collect the evidence:</b> Both qualitative and quantitative.	<ul style="list-style-type: none"> <li>■ The sky is the limit in gathering evidence but ensure that whatever method used is inclusive and respects the dignity of those participating.</li> <li>■ Ensure people with disabilities are equally and meaningfully engaged in the data collection process and not just providing the data.</li> <li>■ Set up data focus groups, interviews, surveys, and collect qualitative data in the form of life experiences.</li> </ul>
	<b>Campaign delivery:</b> Co-produced campaigns result in two-way benefit as they promote each other's messages and build alliances.	<ul style="list-style-type: none"> <li>■ Budget for accessibility for face to face events, virtual and written information (See Quick guide on accessibility).</li> <li>■ Agree spokespeople who are appropriately briefed and supported.</li> <li>■ Disseminate the pre-agreed campaign actions, eg research, policy positions, MP briefings, press releases, blogs, social media, supporter emails.</li> </ul>
	<b>Review and evaluate:</b> Evaluation of collaborative working and activities from both sides.	<ul style="list-style-type: none"> <li>■ Schedule a debrief on the process, what was achieved, immediate and long-term, unexpected results and lessons learned.</li> <li>■ This rich feedback can then be used to further develop and positively shape future campaigns.</li> </ul>

## Quick links

- Develop a charter with those you want to work with. Disability Rights UK have created this: [www.disabilityrightsuk.org/about-us/our-customer-charter](http://www.disabilityrightsuk.org/about-us/our-customer-charter)
- NCVO have created a visual campaign cycle to help think about the process of campaigning. This can be adapted to include entry points for OPDs and individuals. [knowhow.ncvo.org.uk/campaigns/campaigning-and-influencing/what-is-campaigning/the-campaign-cycle](http://knowhow.ncvo.org.uk/campaigns/campaigning-and-influencing/what-is-campaigning/the-campaign-cycle)