



CHALLENGE
POVERTY
WEEK

What is Challenge Poverty Week?

Challenge Poverty Week is an opportunity for you to raise your voice against poverty and unite with hundreds of organisations across Scotland in calling for a more just and equal society.

The aims of the week are:

- To raise a unified voice against poverty and show that we all want to live in a more just and equal Scotland.
- To build awareness of and support for solutions to poverty.
- To change the conversation around poverty and help end the stigma of living on a low income.

To access all our resources, visit:
www.povertyalliance.org/cpw



#ChallengePoverty #CPW23

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KEY MESSAGES

In Scotland, we believe in justice and compassion.

So it's wrong that 1 in 5 people are locked in poverty and struggling to get by every day.

More and more of us are being pulled towards a current of poverty, by rising costs and inadequate incomes that simply don't meet our needs.

But Scotland is a country full of wealth and resources. We can put them to good use.

We can build a society where everyone has the incomes they need to live in freedom, dignity and security.

We can strengthen our social security safety net, pay at least the real Living Wage, build high-quality public services...

...and redesign our economy to meet people's needs.

Together, we can solve poverty in Scotland!



Themes & Policy Asks

Earlier this year we formed a short-life working group to help us develop themes and policies for #ChallengePoverty Week. The group was made up of individuals from various organisations and across various sectors. We had some really valuable and insightful discussions to form the themes and policy asks.

Our policy asks will reflect our values of compassion and justice, as well as integrate the concerns and priorities highlighted by our short-life working group. For more information on these please contact our Policy Officer: Ashley.McLean@povertyalliance.org

We know many of you use our suggested themes to help you in your planning for Challenge Poverty Week. As always, it isn't necessary to use the themes or the policy asks. You can focus on any issue you like, on any day.



Themes

MONDAY 2 OCT

Communities & Volunteers



A Scotland where we value our communities and volunteers.

WEDNESDAY 4 OCT

Adequate incomes



A Scotland where we all have enough to live a decent and dignified life.

FRIDAY 6 OCT

Food



A Scotland where no one goes hungry.

TUESDAY 3 OCT

Housing



A Scotland where we have safe, secure and sustainable homes.

THURSDAY 5 OCT

Transport



A Scotland where we can all get where we need to go.

SATURDAY 7 OCT
SUNDAY 8 OCT

Reflection



A Scotland where we look after each other and ourselves.



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How to get involved

Taking part in Challenge Poverty Week is rewarding and impactful. Whatever type of organisation you are, there are lots of ways you can get involved. This toolkit will give you some examples of activities you can run, and if you wish to talk further about how you'll be taking part or get advice, please contact: alyson.laird@povertyalliance.org

In this toolkit you will find ideas about how you can get involved either online or in person but it is not an exhaustive list! Each year hundreds of organisations get involved in lots of different and unique ways!

Themed Discussion, Conference or Lecture

Organise a discussion about local or national issues, speaker events, or lectures exploring new research on the lived experiences of poverty. These are a great way to build support for solutions to poverty and can encourage people to get more involved.

Target audiences may include:

- Professionals in your area
- School, college or university students
- The wider public
- Politicians and civil servants
- People in your local community
- Work colleagues

Possible topics may include:

- Poverty and inequality
- In-work poverty and fair work
- Poverty and mental/physical health
- Fuel and food poverty
- The stigma of poverty
- Poverty and climate change
- Links between poverty and gender, ethnicity, disability



Use CPW as a Launch Platform

Will your organisation be publishing research or a report on a topic related to poverty? Will you be launching a new campaign or initiative?

The focus on poverty-related issues during CPW is an ideal platform to launch any work your organisation may be undertaking.

We can help promote your action online and with the news media, so let us know if you plan to launch something during the week by contacting david.eyre@povertyalliance.org.

Push for change

Getting involved in Challenge Poverty Week isn't just about organising events or launching campaigns. You can push for change by taking small, simple steps. The more people who take these actions, the more impact they have.

Examples of simple actions:

- Write to your local MSP or MP to ask them to commit to end poverty. You'll find relevant resources on our website.
- Talk to the media about you or your community's experiences of poverty. We provide free media training to help you do this.
- Use social media to share anti-poverty content e.g. petitions, news articles, research, or local initiatives.
- Get involved with existing community initiatives or charities.





How to make change happen online

Pushing for change through digital media can be just as successful as traditional methods and it's an opportunity to connect with lots of people and spread your message in creative ways.

Here are some online actions you can take during Challenge Poverty Week:

- Organise an online discussion or event
- Use hashtags to join the national conversation: #ChallengePoverty
- We'll be sharing graphics and templates for you to use to create your own. You will find these on our website in the run-up to the week on povertyalliance.org/cpw
- Email your local MSP or MP and engage them on social media
- Make a video discussing an issue you care about. Why not add a call to action and tag your local politician?
- Write a blog about your own experiences of poverty or how your organisation tackles it
- Start an online petition about a particular problem you want to change

Top tips for maximising your impact:

- If you want to get your local MSP to make a commitment on tackling poverty, tag them in your post.
- Give your target a reason to respond, you could tag a local journalist
- Tell your story: this will evoke emotion and encourage action
- Target key influential social media accounts
- Be brief: the most shared content is content that says only what it needs to say.
- Frame your content effectively: learn how to help change the conversation around poverty or by attending our free media training. Contact david.eyre@povertyalliance.org





Talk to your local politicians

Scottish Government and Scottish local authorities have a legal duty to reduce child poverty, so you have a right to hold your elected representative accountable for the individual actions they are taking to ensure the legal targets are made.

You can speak to your MSPs, MPs and Local Councillors in various ways, so you can speak to them about addressing poverty in person at their surgeries, via email or over the phone.

If they are committed to ending poverty, find out how you can support their efforts. Talk to them about issues you care about or highlight the work of your group or organisation.

Each political party represented in the Scottish Parliament made a commitment to reducing poverty during the 2021 election campaign. Ask them what action they are taking to realise these goals.

You can speak to your elected representatives either as an individual or as part of an organisation.

Find your MP, MSP and local councillor and their contact details at: www.writetothem.com.

Closer to the week you'll find resources at povertyalliance.org/cpw to help you engage with your elected representatives.





'Get Heard' Community Discussion

Beyond Challenge Poverty Week

Get Heard Scotland is a program coordinated by the Poverty Alliance to facilitate discussions about how to address poverty. You can decide to organise a Get Heard meeting as part of Challenge Poverty Week.

The most appropriate audiences for these events are individuals with lived experiences of poverty and national and community organisations working to address poverty. Use our Get Heard toolkit to help you set this up, which can be found at povertyalliance.org/cpw.

Discussions should be focused around these three simple questions:

- What works in your community?
- What doesn't work?
- What needs to change?

Challenge Poverty Week is a fantastic opportunity to unite to spotlight poverty and showcase solutions. But to end poverty, we must sustain our efforts all year round.

Here's what you can do to keep up the pressure to end poverty in Scotland:

- Continue to share poverty-related articles and research
- Use Challenge Poverty Week to plan a local or national campaign
- If you write to your elected representative, follow up with them
- Continue to support local and national organisations in the fight against poverty

Get involved with our campaigns, our Community Activist Advisory Group or join the Poverty Alliance!

Visit povertyalliance.org to find out more.



Get Noticed!

Whatever activity or event you are planning - please add it to our events calendar! It is a great way to promote your event and to show you are part of #ChallengePoverty week.

We also use the events calendar to highlight what is going on across Scotland and it is another way for us to keep track of who is taking part!

You can find the events calendar at povertyalliance.org/events-page/

Get support!

To support your involvement in #ChallengePoverty Week, we can:

- Promote your activity through social media, news media, and our events calendar.
- Provide free training on framing, media, and local media.
- Provide social media graphics, media templates and petition letters.
- Provide 1-2-1 advice from alyson.laird@povertyalliance.org



“Challenge Poverty Week is a much-needed opportunity for all of us to come together to reflect on the causes of poverty and to promote understanding and support for the solutions to it. This makes Challenge Poverty Week an important date in One Parent Families Scotland's calendar, and we look forward to getting involved again this year to change the conversation around poverty.”

One Parent Families Scotland

Keep in touch



povertyalliance.org/CPW



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The Poverty Alliance is a registered charity.

Challenge Poverty Week is a real, practical opportunity to build a stronger movement against poverty and demonstrate our values of justice and compassion. At a time when life is becoming tougher for many people, it is vital that we build support for ending poverty.

We can turn the tide on poverty!



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