



# 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.



In Scotland, we believe in justice and compassion and want to see our country reflect these values. That's why we all think ending poverty must be a top priority for all levels of government.

So, it cannot be right that 1 in 5 people today are living with the constant pressure of trying to get by on an insufficient income. Low wages, inadequate social security payments, and the rising cost of living are holding people back.

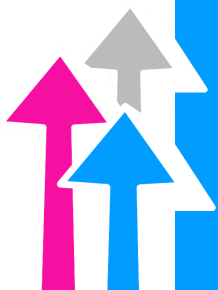
Our economic recovery from the Covid-19 crisis must involve redesigning our economy to boost people's incomes, reduce the cost of living, and create green jobs that help people and the planet.

**Too many people in our society are locked in the grip of poverty, restricted from playing a full role in society.**

**But in Scotland, we all agree that poverty can, and must, be solved.**

**By redesigning our economy to reflect our shared values of justice and compassion, we can unlock poverty's grip.**

**To do this, action must be taken to boost people's incomes, reduce the cost of living, and create the just and green Scotland we all want to see.**





# Daily themes

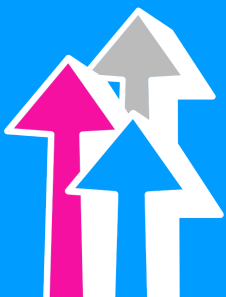
Our suggested themes can help you organise your plans for Challenge Poverty Week. However, this isn't necessary and you can focus on any issue you like, on any day. Keep an eye on our website and social media to find out on which days specific themes will fall.

## Our daily themes for CPW 2021 will be:

- **Public Services**
- **Employment**
- **Social Security**
- **Health**
- **Community and Local Democracy**
- **Environment**

Each daily theme will be accompanied by a few related policy solutions which you can also support if you wish, and we will be publishing easy to use Policy Guides to help you support the Challenge Poverty Week asks with confidence.

If you would like more information about our themes or recommended solutions, contact [ashley.mclean@povertyalliance.org](mailto:ashley.mclean@povertyalliance.org)



# 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, please contact [suzi.murning@povertyalliance.org](mailto:suzi.murning@povertyalliance.org).

Like last year, we are encouraging Challenge Poverty Week activities to take place online whenever possible. However, now that restrictions are lifting, you may wish to organise in-person activities too.

## Run an event

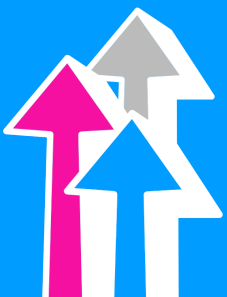
Why not organise an event about local or national issues? These are a great way to build support for solutions to poverty and can encourage people to get more involved in calling for the solutions to poverty.

Groups you could invite:

- Your local congregation
- People in your local community
- School, college or university students
- Local politicians

### 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 or disability





# Champion your work

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 press, so let us know if you plan to launch something during the week by contacting [megan.mcgrath@povertyalliance.org](mailto:megan.mcgrath@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.

Research has shown that faith leaders have a big impact on helping people to understand the reality of poverty and can really help build support for the solutions. Using your voice will make a big difference.

### How you can push for change:

- Write an open letter to your local politicians to ask them to commit to taking further action to end poverty. You will find resources to help you do this on our website closer to the week.
- Talk to the media about the experiences of poverty in your community
- Use social media to share anti-poverty content like petitions, news articles, research, or highlight local initiatives.
- Get involved with existing community initiatives or charities.





# 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 MPs, MSPs, 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.

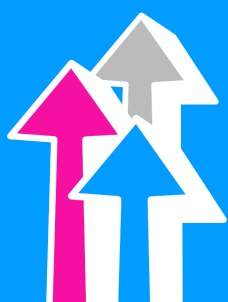
Talk to them about issues you care about or highlight the work of your group or organisation.

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 them.

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](http://www.writetothem.com).

"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."



# Support our calls for change

By utilising your standing in communities, faith groups can have a real impact in building support for the policy solutions to poverty we will call for during Challenge Poverty Week asks. We will publish more information about these at [challengepoverty.net](http://challengepoverty.net).

## **How to support our policy solutions to poverty:**

- Post on social media explaining why they are necessary for your community.
- Write to your local politicians asking them to support the policies in parliament.
- Talk to the media about why these policies are necessary.
- Write a blog outlining the importance of the calls for action.

## **Involve your congregation**

Throughout the pandemic, faith groups have been at the forefront of providing vital help to those affected most. There are lots of ways your congregation can build upon this work and take simple action during CPW.

- Highlight the issue of poverty during your service or in your newsletters.
- Ask your community to pray for those trapped in poverty.
- Encourage your community to get involved with existing community initiatives or charities.







## Get involved online

We are encouraging Challenge Poverty Week 2021 to take place online whenever necessary. Pushing for change through digital mediums 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 #NowIsTheTime.
- 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 [challengepoverty.net](https://challengepoverty.net).
- 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, why not 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 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 by visiting [challengepoverty.net/free-training/](https://challengepoverty.net/free-training/)







## '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 on our website: [www.povertyalliance.org](http://www.povertyalliance.org).

Discussions should be focused around these three simple questions:

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

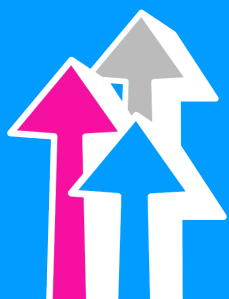
Challenge Poverty Week is a fantastic opportunity to unite to spotlight poverty and showcase solutions. But to end poverty, we must sustain our efforts all year round.

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](http://povertyalliance.org) to find out more.



## How we can help

To support your involvement in Challenge Poverty Week, we can:

- Promote your activity through social media, local media, and our events calendar.
- Provide free training on framing, media, social media and how to build support for solutions to poverty and push for change
- Provide social media graphics, media templates and petition letters.
- Get individualised advice: email [suzi.murning@povertyalliance.org](mailto:suzi.murning@povertyalliance.org).

## Keep in touch



[www.challengepoverty.net/](http://www.challengepoverty.net/)



[suzi.murning@povertyalliance.org](mailto:suzi.murning@povertyalliance.org)



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@PovertyAlliance @CPW\_Scotland



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@PovertyAlliance

The Poverty Alliance is a registered charity in Scotland (SC019926).

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.

**Now is the time to challenge poverty!**





