

# What we've learned about awareness campaigns for the rights of the LGBTQI community

## 1 Choose inclusive messaging: we all have the same rights

Messages that emphasize the universality of our rights are usually well received.

### Successes:

- An inclusive slogan campaigning for the health rights of the LGBTQI community: Everyone deserves the right to health.
- An awareness campaign uses terms perceived to have wide collective support: non-discrimination, equality, human rights.
- A presenter reminds us that LGBTQI individuals are fighting to have the same rights as everyone else, not special privileges.

## 2 Appeal first to allies (or potential allies)

Speaking first to individuals and organizations that are open—or potentially open—to supporting human rights for the LGBTQI community is often more effective than addressing the public at large.

### Successes:

- Invitation-only registration for a workshop on rights for the LGBTQI community, preselecting organizations that could be allies.
- An LGBTQI group approaches a human rights defence group about collaborating on a joint activity.

### 3 Encourage a peer-based approach to raising awareness

A message from someone we see as a peer is often better received.

**Successes:**

- A female police officer leads a workshop on the rights of the LGBTQI community for employees of the Haitian National Police.
- LGBTQI youth are informed about available services (educational activities, health screening tests, support for navigating healthcare issues, etc.) by peer leaders.
- As part of a community initiative, LGBTQI individuals self-inform and share information with members of their communities using an educational approach rather than a confrontational one.

### 4 Organize activities that are adapted to the local context

Media campaigns are more effective when accompanied by targeted activities (workshops to build awareness, local initiatives, etc.) that are adapted to the realities and interests of the affected group.

**Successes:**

- A seminar on LGBTQI issues engaging the academic community.
- A poster campaign and local workshops are carried out simultaneously to raise awareness about the Yogyakarta Principles.
- An LGBTQI group organizes film screenings to teach young people about the diverse range of sexual orientations.

## 5 Mobilize multiple organizations around a common goal

When LGBTQI groups, members of civil society, government institutions and other leaders speak with a common voice, the message is better heard.

### Successes:

- Businesspeople, government workers and human rights organizations join together to denounce hiring discrimination.
- LGBTQI groups and civil society members collaborate to teach religious leaders about the importance of preaching inclusively and encouraging non-discrimination.

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More and more young LGBTQI individuals are speaking up. They show leadership and have influence. It's a victory that builds hope for LGBTQI rights in Haiti.

– Civil society member, 2019