

# Campaigning to redirect resources from drug control to harm reduction

## A guide to launching 10 by 20 in your country

10%  
BY  
20

### Global health and harm reduction commitments

- 2015** World leaders committed to end AIDS by 2030, combat hepatitis C (HCV) and to 'leave no one behind' under the Sustainable Development Goals.
- 2016** At the UN General Assembly Special Session (UNGASS) on Drugs, governments made their strongest endorsement of harm reduction in a UN drug policy document, supporting interventions that can combat both blood-borne viruses and overdose deaths.

### The state of harm reduction

Global coverage of harm reduction interventions to prevent HIV and HCV - such as needle and syringe programmes and opioid substitution therapy - is critically low, and between **2011 and 2015 new HIV infections among people who inject drugs increased by one third.**

Further, fatal overdose deaths are on the rise globally, while **funding globally for lifesaving harm reduction interventions has declined. If this doesn't change now, countries will fail to meet the global targets on HIV and HCV, or deliver on their UNGASS commitments.**

### Harm reduction funding - the numbers you need

#### The problem

Harm Reduction International's (HRI) research shows that investment in harm reduction in low- and middle-income countries totaled \$188 million in 2016 - **just 13% of the \$1.5 billion required.**

In many countries, spending on drug control exceeds investment in harm reduction - **globally, governments spend at least \$100 billion every year on drug control.**

#### The solution

**We can end AIDS among people who inject drugs by 2030.**

**10%**

shift in funds from drug control to harm reduction

**94%**

drop in new HIV infections

Based on research by HRI and Burnet Institute.

### The campaign - 10 by 20

HRI's **10 by 20** campaign calls on governments to redirect 10% of the funding that they currently spend on drug control to lifesaving and cost-effective harm reduction interventions by 2020. UNAIDS recommends that governments "*undertake a rebalancing of investments in drug control to ensure that the resources needed for public health services are fully funded*".

**\$100  
BILLION**

- Over **1,500** individuals and organisations have endorsed **10 by 20** campaign messages, including the former president of Switzerland **Ruth Dreifuss** and former UN Secretary General **Kofi Annan**.

### A redirection of drug control funding to harm reduction would:

- **Cover annual hepatitis C prevention need for people who inject drugs.** Globally. Twice over.
- **Pay for enough naloxone to save thousands of lives** every year from opiate overdose.
- **Dramatically increase harm reduction interventions in prisons**, where coverage is lower and rates of HIV and HCV are higher than among the general population.
- **Strengthen networks of people who use drugs** to provide peer services and campaign for their rights.
- **Increase funding for broader harm reduction interventions** for non-injecting people who use drugs.

# How to launch 10 by 20 in your country

The following steps are a general guide. Your **10 by 20** campaign will need to account for local priorities and needs, along with the resources and capacity of your organisation(s). Further, it should consider any risk associated with advocating for harm reduction in your local context. It may be structured to run beyond the 2020 target, but still utilize the principle of redirecting 10% of resources.

## Laying the foundation for a campaign - conducting research

If your organisation has capacity to conduct original research, contact HRI at [10by20@hri.global](mailto:10by20@hri.global) to obtain easy-to-apply tools to track harm reduction investment and law enforcement spending. The findings would form the basis of any local/national campaign.

Recognising that not all organisations will be able to conduct original research, below are steps that you can still take to campaign for increased harm reduction funding in your country.

## Step 1 Get-informed

→ If you are already campaigning for harm reduction funding, look at how you can integrate 10 by 20 messages into your existing work.



→ Visit [www.hri.global/10by20](http://www.hri.global/10by20) for a detailed overview of the campaign.

→ Get up to speed with any reports on harm reduction and drug control spending in your country or region, and evidence on the cost-effectiveness of harm reduction.

## Step 2 Identify campaign goals and objectives

→ Identify and meet with civil society partners that could help develop the campaign strategy for **10 by 20** in your country.

→ Agree on your advocacy goal based on harm reduction needs in your country e.g. **by 2022 NSP and OST are fully funded and reach high coverage.**

→ Set a list of objectives that will allow you to achieve your advocacy goal. **Make sure that your objectives are specific, measurable, achievable, realistic and time-bound (SMART), e.g.**

### Objective 1

By **2019**, complete and publish research making the case for re-direction of funding from drug control to NSP and OST in your country.

### Objective 2

By **2020**, secure a strong alliance of NGOs, international agencies, journalists and other allies to advocate together for scale up of NSP and OST.

### Objective 3

By **2021**, persuade key allies from your government or parliament to call for the re-direction of funding from drug control to NSP and OST.



# Step 3 Carry out a stakeholder analysis

## Objective

- ➔ To identify key targets for national advocacy
- ➔ To prioritise other stakeholders according to their “warmth” and “influence”

## Definition of stakeholder:

Any group or individual who can help achieve, or is affected by the achievement of your objectives



## Stakeholder mapping

Place the advocacy objectives that you have agreed where everyone can see them, so that they're in mind throughout this exercise.



With your colleagues and partners, brainstorm stakeholders, including specific ministries and politicians, law enforcement agencies, NGOs, community members, international actors etc.

Write each stakeholder on an individual post-it.

## Stakeholder analysis

On a white board draw a horizontal line measuring 'warmth' along the bottom and a vertical line measuring 'influence' up the side.

Ask people, reflecting on how warm/open the stakeholders are to your message, and how much influence or power they have over whether you achieve your aims, to plot each of their post-its on the chart.

## Understanding the “warmth” and “influence” chart

Put a cross through your warmth/influence chart which divides it into four categories.

Note who the **targets**, **allies** and other **stakeholders** are: this information should form the basis of your **10 by 20** strategy going forward.

**High influence,  
low warmth**

**ADVOCACY TARGETS**  
focus your energy  
on them

**High influence,  
high warmth**

**ALLIES**  
invest your time in  
mobilizing them

**Low influence,  
low warmth**

**IGNORE**

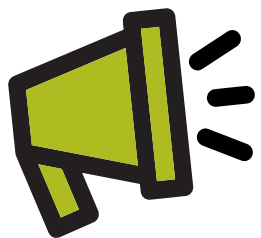
**Low influence,  
high warmth**

**INVOLVE/  
KEEP INFORMED**



## Step 4 Communicate effectively

- Consider what materials need to be created to reach your targets e.g., policy briefings, letters, etc.
- Accounting for your campaign targets and the level of risk in your setting, **consider whether you need to run a public-facing campaign** (for example using media or public mobilisation) **or a non-public-facing campaign** focussed more on behind the scenes advocacy.
- **Create key messages to support your campaign argument** and compile supporting evidence to insert into your messaging. Ensure that messages are tailored for each campaign target, and identify allies and high-level influencers (including out of your country) who can help deliver them.
- If the campaign is public-facing, **consider contacting journalists who report on health and human rights** issues for informal briefings and to help build relationships in the long-term.
- **Ensure you have appropriately identified the risk involved** in communicating about your work, are prepared to answer tough questions and are aware of steps to take for implementing a crisis communications strategy.



## Step 5 Launch and other events

- **Make a calendar of the key opportunities** and dates to reach your targets. Brainstorm any additional activities that you may need to organise.
- **If conducting a public-facing campaign**, consider working with civil society partners to hold a launch event. Carefully choose and invite speakers and attendees from civil society, parliament, government and other relevant decision-makers you want to influence. If relevant, prepare media briefings, invite journalists along and use social media to create a buzz online.
- If conducting a **non-public-facing campaign**, you may still want to organise a meeting or private parliamentary event that puts the campaign on the radar of your key political targets.



**HARM REDUCTION**  
INTERNATIONAL



**ELTON JOHN** **25**  
**AIDS FOUNDATION** **YEARS**

The 10by20 campaign is supported by the  
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