



## Equality Guernsey Campaign – May to September 2022

There has never been a more important time for Equality and Inclusion, as Guernsey finally looks to pass the Equality Law (Anti-discrimination ordinance) to protect the community from Discrimination (Phase 1). We need everyone on board to get it over the line on 28<sup>th</sup> September 2022

### **#GetIn Campaign**

#### **What is it?**

An awareness campaign to **celebrate equality, diversity and inclusion** in Guernsey with media/PR initiatives, events and activities taking place from May until September 2022.

#### **Why run it?**

- Equality Guernsey is a small, unincorporated group of volunteers. It currently doesn't have a large reach into all areas of the community.
- To create a momentum of support in the lead up to the States meeting 28<sup>th</sup> September we need to bring the wider community with us. We want to raise awareness about the importance of Equality, Diversity and Inclusion and celebrate this milestone in the protection of our human rights.

#### **Outcomes:**

- A significant increase in our contact network and Equality Ambassadors – reaching new sectors of the community currently not actively engaged
- New lived experiences we can share to increase understanding, reduce barriers and drive change
- Large increase in traditional media and social media presence
- New enthusiastic volunteers to take the Equality Guernsey agenda forward
- Participation in our campaign and a community show of support for our States of Deliberation passing Phase 1 of the legislation on 28<sup>th</sup> September.



**Equality Guernsey will be providing:**

- Campaign branding for stakeholders and supporters to use for their Equality, Diversity and Inclusion (EDI) activities from May to September, to show their participation and support.
- Sharing and promoting stakeholders EDI activities.
- Resources for gathering on the day of the States' Meeting to celebrate the legislation being passed.

**How you can help:**

**Party!** Tell us your ideas for our celebration. Join us the morning of the States' Meeting (28th September) 8-9:30am to celebrate the legislation being passed. Provide a stall or entertainment on the day (morning or lunchtime)

**Like and Share.** Support our social media to boost awareness of the importance of EDI. Share your own stories, research, articles- anything linking to EDI.

**Share your story.** Share your 'lived experience' of the importance of EDI and why you are supporting this campaign.

**Run an event.** Put on an EDI themed event during September and let us know so that we can support promoting it.

**Key Dates:**

- |                       |                                                                                                                           |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------|
| 26 <sup>th</sup> May  | 7-9:30pm Harry Bound Room, Les Cotils – Equality Guernsey planning session for anyone interested in supporting            |
| 3 <sup>rd</sup> Sept  | Guernsey Pride - Liberate                                                                                                 |
| 27 <sup>th</sup> Sept | GDA 15 <sup>th</sup> anniversary                                                                                          |
| 28 <sup>th</sup> Sept | ' <i>Celebration on the Steps</i> ': Likely date for States' Meeting at which legislation will be on agenda for approval. |