

MOBILISATION KIT

Stop Crime, Not Lives
ABOLISH THE DEATH PENALTY NOW

OCTOBER 10 . 2013
**WORLD DAY AGAINST
THE DEATH PENALTY**

worldcoalition.org

**WORLD
COALITION**
— AGAINST THE DEATH PENALTY —

CONTENT

[1] PRESENTATION	3
• The World Day against the Death Penalty: 10 October	3
• The aims	3
• The Impact of the World Day	3
• The World Coalition Against the Death Penalty	4
[2] ARGUMENTS	5
[3] 11th WORLD DAY: GREATER CARIBBEAN	6
• The paradox of retentionist Caribbean: few executions but a core of countries strongly opposed to abolition	6
• Different answers to high homicide rates	6
• Restriction of the use of the death penalty: the role of international human rights bodies	6
[4] WORLD DAY: TAKE ACTIONS!	7
• Call for initiatives!	7
• 10 things you can do to end the death penalty	7
• 11 Practical Worksheets to help you:	8
• 10 Tips for a successful event:	13
• Material for the 10 th World Day	14
[5] ADDITIONAL MATERIAL	15
• Reports about the death penalty in the Greater Caribbean	15
• Websites on the death penalty	15
• Filmography	15
• Exhibitions and Art work	16
[6] JOIN THE WORLD COALITION	17
[7] CONTACT DETAILS	17

For more information:

www.worldcoalition.org

[1] PRESENTATION

• The World Day against the Death Penalty: 10 October

Every year, the World Coalition Against the Death Penalty (WCADP) calls for local initiatives worldwide. The events involve citizens and organisations supporting the abolition of capital punishment and comprise debates, concerts, press releases or any other action which would give the global abolition claim an international boost.

This Day is aimed at both political leaders and public opinion in countries where the death penalty has or has not yet been abolished: people have to remember the meaning of abolition and pass it down through the generations.

• The aims

Encourage and consolidate the political and general awareness of the movement against the death penalty internationally;

Put pressure on countries to stop executions and abolish the death penalty where it is still practiced;

Publicize the existence of the WCADP and its work;

Ensure international recognition of 10 October as the World Day against the Death Penalty.

• The Impact of the World Day

In 10 years October, 10 has become an event which unifies the abolitionist movement and the impact of the events connected to it has been exponential.

- ▶ **In 2003 and 2004**, World Day was launched and events were organised all over the world. Since 2005 a theme has been chosen to celebrate this event in order to attract attention and motivate initiatives across the world.
- ▶ In **2005**, the first theme chosen was abolition of the death penalty in **Africa**. In 2005 only 12 African nations had abolished the death penalty, 21 maintained it and 20 had not executed prisoners sentenced to death for more than ten years. Since then, Rwanda, Burundi, Togo and Gabon have abolished the death penalty and Benin has ratified the Second Optional Protocol to the International Covenant on Civil and Political Rights, aiming at the abolition of the death penalty.
- ▶ **2006** was devoted to **failures of justice**: discrimination, execution of vulnerable groups, the execution of the innocents and unfair trials. All these examples of failures of the justice system were illustrated by individual cases, seeking to raise awareness among the population and therefore encourage signature of petitions and mobilisation.
- ▶ The following year the World Coalition decided to encourage an international mobilisation in favour of the **resolution calling for a global moratorium on the death penalty** at the 62nd session of the United Nations General Assembly. In **2007** the World Day demonstrated that the resolution for a moratorium was supported by civil society and contributed to its success. Since then, three moratorium resolutions have been adopted with a growing number of votes in favour. Also in 2007, World Day against the Death Penalty has been officially recognised by the Council of Europe and the European Union.

- ▶ In **2008**, it was **Asia's** turn, the continent which has the greatest number of executions in the world. Since then, most of the demands of the abolitionist community have been heard: Vietnam and China have reduced the number of crimes punishable by death and Japan is progressively lifting the State secret on executions.
- ▶ The **2009** World Day was marked by the launch of an **education campaign: "Teaching Abolition"** with the creation of the Teaching Guide which was widely circulated and continues to be used by members of the Coalition in their awareness-raising activities. The World Coalition also called for an end to juvenile executions in the countries that still execute.
- ▶ The **2010** World Day aimed at strengthening the trend towards abolition in the **United States of America**. Since then, the states of Illinois, Connecticut and Maryland have abolished the death penalty, symbols of the success of the 8th World Day against the Death Penalty.
- ▶ Finally, the **2011** World Day focused on the inhumanity of the death penalty. The mobilization of international organization and abolitionist countries was particularly striking during the 9th World Day and since then, the UN Special Rapporteur on torture and the Inter-American Commission for Human Rights have published reports on the death penalty as an cruel, inhuman and degrading treatment and punishment.
- ▶ In **2012**, the 10th World Day was the perfect opportunity to come back on the **progress of the past 10 years and the challenges ahead**.



• The World Coalition Against the Death Penalty

The WCADP, an alliance of more than 145 NGOs, bar associations, local bodies and unions, was created in Rome on 13 May 2002. It was founded as a result of the commitment made by the signatories of the Final Declaration of the 1st World Congress against the Death Penalty, which was organised by the French NGO Together Against the Death Penalty (ECPM) in Strasbourg in June 2001. The aim of the WCADP is to strengthen the international dimension of the fight against the death penalty. Its ultimate objective is to obtain the end of death sentences and executions in those countries where the death penalty is in force.



The WCADP is striving to achieve these by lobbying international organisations and States, organising international events, and facilitating the creation and development of national and regional coalitions against the death penalty.

Since 2003, the WCADP has made 10 October the World Day against the Death Penalty.

[2] ARGUMENTS



- 1 No state** should have the power to takes a citizen's life.
- 2 It is irrevocable:** no justice system is safe from judicial error and innocent people are likely to be sentenced to death.
- 3 It does not keep society safe:** it has never been shown that the death penalty deters crimes more effectively than other punishments.
- 4 It is unfair:** the death penalty is discriminatory and is often used disproportionately against the poor, the mentally ill, those from racial and ethnic minorities, and in some places in the world because of discrimination because of sexual orientation or religion.
- 5 Not all murder victims' families want the death penalty.**
A large and growing number of victims' families worldwide reject the death penalty and are speaking out against it, saying it does not bring back or honor their murdered family member, does not heal the pain of the murder, and violates their ethical and religious beliefs.
- 6 It creates more pain:** the death penalty inflicts pain on the families of those on death row and causes great pain to the family members of those who have been executed.
- 7 It is inhuman, cruel and degrading:** the dreadful conditions on death row inflict extreme psychological suffering and execution is a physical and mental assault.
- 8 It is applied overwhelmingly in violation of international standards:** it breaches the principles of the 1948 Universal Declaration of Human Rights, which states that everyone has the right to life and that no one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment. It is also in contradiction with the international trend towards abolition reflected by three votes at the United Nations General Assembly calling for the establishment of a moratorium on the use of the death penalty (resolutions 62/149, 63/168, 65/206 and 67/176 adopted in December 2007, 2008, 2010 and 2012).
- 9 It is inefficient:** time and money are diverted from other more efficient law enforcement measures.
- 10 It denies any possibility of rehabilitation to the criminal.**

10/10/13

[3] 11th WORLD DAY: GREATER CARIBBEAN

The Greater Caribbean, also known as the Caribbean Basin, is composed of 25 countries:

- **10 countries are abolitionist in law:** Colombia, Costa Rica, El Salvador (for ordinary crimes only), Haiti, Honduras, Mexico, Nicaragua, Panama, Dominican Republic and Venezuela

- **2 countries are considered abolitionist in practice:** Grenada and Suriname

- **13 countries are retentionist:** Antigua and Barbuda, Bahamas, Barbados, Belize, Cuba, Dominica, Guatemala, Guyana, Jamaica, St. Kitts & Nevis, Saint Lucia, Saint Vincent and the Grenadines, and Trinidad and Tobago.

- **The paradox of retentionist Caribbean: few executions but a core of countries strongly opposed to abolition**

Many countries in the Caribbean region continue to retain the death penalty as part of their criminal justice system. The use of capital punishment, however, has dramatically declined in these retentionist countries, highlighting the apparent disparities between policy and practice.

The last execution in the Caribbean took place in 2008 in St. Kitts and Nevis and only three states issued death sentences in 2012 (Barbados, Guyana, and Trinidad and Tobago).

However, at the international level, Caribbean votes against the UN General Assembly resolutions on a moratorium on the use of the death penalty represent more than 1/4 of the total votes opposed to the global moratorium. Most of the Caribbean retentionist states have consistently voted against the resolution and have signed the Note Verbale, dissociating them from the moratorium.

- **Different answers to high homicide rates**

Latin America and the Caribbean account for 8.5 per cent of the world's population, yet 27 per cent of all global homicides took place in the region according to a 2012 report by the UN Development Programme.

Significantly, no scientific study to date has proved that violent crime rates are linked to the application of the death penalty. Costa Rica, abolitionist for over a century, has a low homicide rate similar to that of Antigua and Barbuda, a retentionist country, while Honduras, an abolitionist state since 1956, has a higher homicide rate than retentionist Jamaica.

The death penalty is often seen as a desperate response to a rise in violent crime, but does not address the underlying causes of criminal behaviour. In fact, some governments are increasingly realising that they must **focus on prevention rather than punishment**. This includes increasing investment in education, youth development, creating jobs, solving crime, and reducing poverty and socio-economic disparity.

- **Restriction of the use of the death penalty: the role of international human rights bodies**

The Inter-American Court of Human Rights, the Caribbean Court of Justice, the Eastern Caribbean Supreme Court, the UN Human Rights Committee, and the Judicial Committee of the Privy Council (traditional Court of Appeal for Commonwealth countries) have all taken positive steps to restrict and reduce the application of the death penalty in practice across the Caribbean. Together, these bodies have successfully **limited the amount of time a person could spend on death row**, and have **abolished the mandatory death penalty**.

Barbados and Trinidad and Tobago are the only two countries continuing to apply the mandatory death penalty for murder. Guyana abolished the mandatory death penalty for murder in 2010. The death penalty, however, remains applicable for certain categories of murder.

[4] WORLD DAY: TAKE ACTIONS!

Le concept même de la Journée mondiale, et donc son premier objectif, est de **susciter et encourager l'organisation d'initiatives locales** dans le plus grand nombre de pays possible, et notamment dans les États qui appliquent la peine de mort.

• Call for initiatives!

Wherever you are: in Africa, America, Asia, Oceania or Europe

Whoever you are: NGO, teacher, lawyer, local representative, member of parliament, artist, reporter, religious leader, citizen

Whatever your plans are: Debates, concerts, press conferences, demonstrations, petitions, educational and cultural activities...

• 10 things you can do to end the death penalty

1. **Sign the petitions and encourage others to sign** [See Material for World Day in this mobilisation kit](#)
2. **Organise a public debate** with exonerees, murder victim's families, experts... [See Practical Worksheet n°7 and 8](#)
3. **Organise an art exhibition** (photos, drawings, posters) or a theatre play from Dead Man Walking to Victor Hugo [See Practical Worksheet n°6](#)
4. **Organise a movie show**, or a film festival [See Practical Worksheet n°4](#)
5. **Organise a theatre play**, from Dead Man Walking to Victor Hugo
6. **Organise a demonstration**, a sit-in, a 'die-in', a flash mob... [See Practical Worksheet n°2, 3 and 5](#)
7. **Organise a drawing competition in schools** [See Practical Worksheet n°1](#)
8. **Join the events** prepared for the abolition of the death penalty worldwide.
To know what has been organized, visit: www.worldcoalition.org/worldday
9. **Take part to the online mobilisation** [See Practical Worksheet n°11](#)
10. **Mobilise the media** to raise awareness on the issue of the death penalty [See Practical Worksheet n°9 and 10](#)
Here is a guide to help you write to the editor! <http://bit.ly/cYDWol>

• 11 Practical Worksheets to help you:

1. How to organise a drawing competition in schools

- ▶ Throughout July and August get in touch with people in the artistic world who might be interested (university staff, politically active graphic designers, etc.). If need be, contact Poster For Tomorrow to get contact details for your country;
- ▶ When term begins, get in touch with teachers (art and design, French, English, history, etc.) to prepare a programme of activities;
- ▶ Throughout September ask schools and classes which want to participate in the competition to sign up, appointing a reference teacher per school;
- ▶ On 10th October go into schools to raise awareness of the theme among pupils so they can start thinking about it;
- ▶ Between 10th October and 10th November encourage teachers to plan lessons around art with their pupils: <http://www.abolition.fr/fr/articles/outils-p%C3%A9dagogiques>
- ▶ On 10th November go into schools with a professional artist (who you contacted in July and August) or an art teacher to help pupils with their drawings;
- ▶ On 25th November ensure that you have received all the competition drawings, form a jury and choose the 10 best drawings;
- ▶ For 10th December, international Human Rights Day, organise an exhibition/private viewing of the winning drawings and an official prize-giving for the winners with the jury, the professional artist and all those who participated in the project.
- ▶ Take good quality photographs of each winning drawing and send them to the World Coalition Against the Death Penalty. They will be published in the World Day report.

In 2012, ECPM and Poster for Tomorrow organised drawing competitions in France and Spain. The winners were published in a catalogue and exhibited at the 5th World Congress Against the Death Penalty in Madrid. See the

- ▶ For more information about ECPM's Learning project: <http://www.abolition.fr/fr/sujets/43/eduquer-dans-les-%C3%A9coles>
- ▶ For help with organising a drawing competition, contact Marianne Rossi, Manager of Learning and Raising Awareness about Abolition at ECPM: mrossi@abolition.fr

2. How to organise a human chain

- ▶ Choose the place and time carefully: it must bring together a large number of people, catch the attention of passersby and achieve visibility vis-à-vis the authorities (e.g. outside a court house, town hall, embassy, bridge, etc.);
- ▶ Tell people about the event through social networks and all other channels at least 2 weeks beforehand and remind people every 2-3 days;
- ▶ Be coordinated: it is extremely important to involve all your partners; the key to a successful event lies mainly in the number of people present!
- ▶ Contact the local media: also ensure that you warn the local media about the demonstration 10 days beforehand so that they can cover the event and take pictures to guarantee better impact. Send a reminder two days beforehand;
- ▶ Little extras: ask all the participants to wear a t-shirt in the same colour and have an identical visible symbolic object or accessory;
- ▶ Prepare slogans against the death penalty on visuals (boxes/sheets in a variety of colours) which you will wear or set up during the demonstration so that people understand the aim of your demonstration;
- ▶ The demonstration can be held in silence or, if not, have a loudspeaker and slogans to chant or songs, even music;

- ▶ Ensure that the event is widely filmed and photographed and circulate the material on social media afterwards.

Lessons learnt from the demonstration organised by AJEM in the centre of Beirut, Lebanon in October 2012

3. Interactive map on abolitionist and retentionist countries

- ▶ Choose a public place where there are always many people
- ▶ Print or draw on the floor a giant map of the Caribbean (or of your region or of the world) with clear boundaries for each country (an electronic file for printing can be ordered from the World Coalition)
- ▶ Prepare different objects in large quantities :
 - > To symbolize abolitionist countries (such as a heart or a green object)
 - > To symbolize the countries that still maintain the death penalty (e.g. a skull or a red object)
 - > To symbolize the different methods of execution. The most commonly used methods of execution are hanging, execution by firearm(s), lethal injection, and beheading. Electrocution by electric chair is used only in exceptional cases in some states in the USA. Stoning is used only for certain crimes (mainly for adultery) in a few Islamic countries.
 - ▶ Invite passers-by to place those different objects on the corresponding countries (abolitionist and retentionist countries, the most commonly used method of execution in each country)
 - ▶ You can also ask them to walk on the map and stand on the last country to execute in the Caribbean (Saint Kitts and Nevis in 2008) or on the first abolitionist country in the world (Venezuela).

This game was designed by Hervé Matine for the 9th World Day

4. How to organise a film festival on the death penalty

- ▶ Contact cinemas and other organisations in your country;
- ▶ Choose a theme for the festival with a catchy title;
- ▶ Choose a dozen films about the theme with a variety of countries and cultures (European, American, Asian films, etc.), content and subject matter (cases of innocence, the world of prisoners sentenced to death, social pressure faced by victims' families, political executions, the abolitionist movement, the social and economic stakes, etc.), and genre (blockbusters, art house films, documentaries, etc.). You will find a list of films on the death penalty in this World Day mobilisation kit;
- ▶ Arrange subtitles if the films do not already exist in your language;
- ▶ Organise debates after the films to encourage discussion with the audience. Invite experts, academics and directors to interact with the audience and explore their impressions of the film and their opinion of the death penalty.

Since 2004 Taiwan Alliance to End the Death Penalty has organised a film festival on the death penalty every three years.

5. How to Organise a Flash Mob

A Flash Mob is a group of people who assemble suddenly in a public place, perform an unusual and sometimes seemingly pointless act for a brief time, then disperse.
(Source: Wikipedia)

Watch the video of the Flash Mob :
<http://www.youtube.com/user/AssociationECPM>.

Photo: Flash Mob in Paris, October 10, 2010.



- ▶ A month in advance find a rousing piece of music and choreography which is easy to follow while still retaining meaning. If needed, ask for help from a choreographer.
- ▶ Work on the choreography with a small group to see if it works. It should last between 2 to 5 minutes.
- ▶ Find a busy place where the Flash Mob will take place. If need be, make an official request to use it.
- ▶ When the choreography is working well, ideally two weeks in advance, film yourselves and put a tutorial online for people to start practising at home.
- ▶ Start to publicise the event, using social media such as Facebook and Twitter but also through the usual channels (emails, newsletters, etc.)
- ▶ Before the official Flash Mob, plan two meetings with a sufficiently large group to be able to initiate the movement on the day.
- ▶ Choose the date, if possible depending on the weather (it always works better if the sun is shining).
- ▶ Announce the exact time and place only a few days beforehand to maintain suspense (particularly if you do not have official authorisation).
- ▶ You can also choose a dress code.
- ▶ Plan access to electricity or a generator and speakers so that the music is loud enough.
- ▶ Scrupulously respect the time and place of the meeting.
- ▶ Film the Flash Mob and put the video online quickly (if possible the same day) to create buzz on the internet.
- ▶ At the end, if you want, explain why you have organised the event and be ready to answer questions from journalists.

6. How to Organise an Exhibition of “Poster for Tomorrow”

- ▶ Find a place for the exhibition, for example a well-known art gallery, museum, garden or square, a public place, a university, a library, an underground station, a shop window, etc.
- ▶ More than six months are often required to reserve prestigious places such as temporary exhibition spaces in museums but two or three months would suffice for a public place. Unusual places are often very interesting but the procedure can be more complicated.
- ▶ To guarantee your chances of success, be organised in advance and get to know the managers of the exhibition area, suggesting they sponsor the project.
- ▶ Contact the World Coalition for electronic copies of the posters.

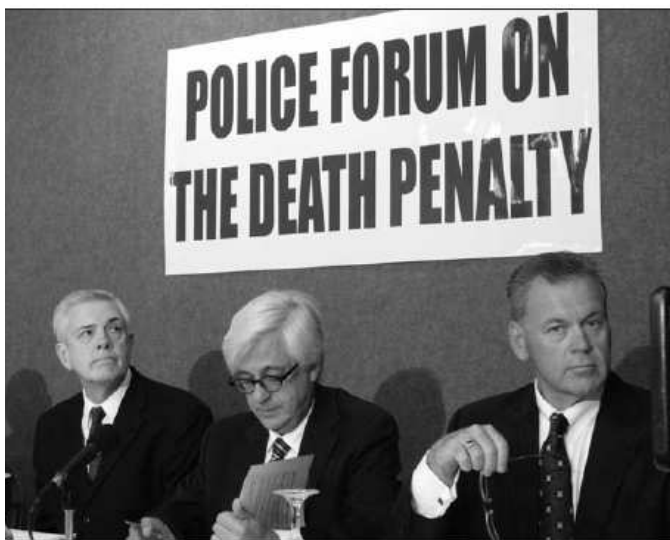


- ▶ Print the posters depending on where they will be exhibited (if outside cover them in protective plastic, if in a museum think about hanging, etc.).
- ▶ Prepare the official opening of the exhibition, if possible with an distinguished speaker who can talk about the death penalty (contact the World Coalition if necessary).
- ▶ Invite the media, your network of activists, engaged artists, academics, students, and those in the artistic scene, etc.
- ▶ Prepare the exhibition and don't forget to prepare drinks and a buffet.
- ▶ If you have informed the press, prepare a press kit with information about the exhibition, the Poster for Tomorrow competition and the World Day Against the Death Penalty.

Photo : « Adieu ! », Poster 4 Tomorrow, Jochen Schievink, Germany

7. How to Organise a Conference with Police Officers, Victims' Families and Exonerees

- ▶ Plan your event in advance (at least two or three months) so that you have time to contact these people and ensure that they are available.
- ▶ Define your target audience (general public, media, lawyers, students, etc.) and the scope of the event (a select group of twenty people, fifty, or one hundred people or more).
- ▶ Define the theme of your debate/conference/discussion.
- ▶ Make sure the project is clear and realistic - you will have more chance of interesting participants and will increase your chances of success.
- ▶ Contact the World Coalition to find out who to contact to invite the speakers you want.
- ▶ Once you have their agreement, fix the place and date of the conference.
- ▶ One month in advance, send out invitations and begin to publicise the event on your website, by talking to your networks, etc.



- ▶ One week in advance, send out a press release with the exact place, date and time, the theme of the conference and the name of the participants. If you are aiming for the general public, think about printing posters and displaying them around the conference location.
- ▶ The day before the event send the press release to the media again and ensure that all your contacts will indeed be present. Often, telephone reminders guarantee the availability of those who are interested but have busy diaries.

Photo: Police Forum on the Death Penalty: "Fighting crime in the United States and around the world: is the death penalty necessary?" Washington DC, October 2010

8. Working with Victims: a Guide for Activists

It is important to incorporate an awareness of victims' family members' experience, perspective, and testimony into anti-death penalty materials and activities because:

- ▶ Every death penalty story is also the story of a crime that occurred. A death penalty story does not begin with an execution or a death sentence or even with an arrest. It begins with a murder victim's loss of life and the devastating impact that that loss has on the surviving family members. Including victims' stories when talking about the death penalty is the right thing to do.
- ▶ The common assumption is that all victims' family members support the death penalty. We cannot expect to abolish the death penalty without presenting an alternative view. Victims' voices have a powerful effect - lawmakers have voted against the death penalty as a result of hearing victims' testify for abolition. Including victims' stories when working for abolition is strategically wise and is essential to bringing new people into the abolition movement.

Here are a few suggestions. We encourage activists to consult with MVFHR for further guidance.

- ▶ In educational or political materials about the death penalty or about a particular prisoner's case, acknowledge the original murder. Give the victim's name. For example, instead of saying "Eric Jones, who is facing a death sentence," say "Eric Jones, who was convicted of the murder of John Smith, is now facing a death sentence ..."
- ▶ Realize that victims' family members who oppose the death penalty will have many different reasons for holding that view. Don't assume that their reasons are all the same. In particular, don't assume that opposing the death penalty is the same as forgiving the offender.

- ▶ Let victims' family members speak for themselves. Work with them to develop their statements for specific situations, but don't put words in their mouths or pressure them to say something they are not comfortable saying.
- ▶ Invite victims' family members to be an integral part of your anti-death penalty efforts and activities.
- ▶ Know that the best person to reach out to a victim's family member is another victim's family member. MVFHR can help with this.
- ▶ Support legislation, programs, and services that help to meet the needs of victims' family members in the aftermath of a murder. Build relationships with victims' groups and demonstrate that your work against the death penalty is rooted in a desire to prevent murder in all cases.

From MVFHR's Website: <http://www.mvfh.org/working-victims-guide-activists>

9. How to Guarantee Good Media Coverage of your Events

- ▶ Forge links with local journalists interested in the subject: throughout the year follow local media coverage and find the media outlets and journalists who often raise the theme of the death penalty. Also, find out how they discuss it: what news section, what angle, etc.
- ▶ Contact them in the summer or September to tell them about the World Day Against the Death Penalty (so that they put it in their diaries) and your event as a way of making yourself known.
- ▶ Try to become their yardstick for the subject by always responding quickly to journalists and providing them with reliable information, particularly that provided by the World Coalition.
- ▶ To maximise your chances of success, organise an event with one or two witness accounts. Journalists like to use personal stories and, if you provide them with the opportunity, they will talk about your event.
- ▶ Send out a press release a week before your event with the exact place, date and time, the title of the event, the names of the participants, a brief description of your event and a paragraph on the World Day (you can use the press release provided by the Coalition).
- ▶ Specify that participants will be available for interview at the event.
- ▶ Send it again the day before the event if you have not had confirmation from journalists who might be interested.
- ▶ Only hold a press conference if you have something specific to announce (a position taken following an execution in your country, abolition of the death penalty for some crimes, etc.).

10. How to Write a Press Release

- ▶ Use letterhead paper if you have it.
- ▶ Start with a short but explicit title.
- ▶ Put the notice "FOR IMMEDIATE RELEASE:" with the date of the public release.
- ▶ Include the name of your organisation.
- ▶ The 1st paragraph is the introduction. It is the most important paragraph as journalists may not read beyond it. It answers the following questions: Who, What, Where, When and should attract the attention of journalists.
- ▶ The 2nd and 3rd paragraphs are an explanation of this 1st paragraph. They answer the questions why and how and provide the context, stakes, and a brief historical background.
- ▶ The 4th paragraph gives quotes, facts and figures. It is important to give some materials to the journalists. They will need a quote for their article, so if you give it to them, they are more likely to use your press release. It is also important to give them accurate figures and reliable sources. By doing so, you make their work easier and increase your chances of receiving coverage.
- ▶ Put your contact information at the end of the press release with your first and last name, title, email and phone number.
- ▶ Finish with a brief description of your organisation.
- ▶ The statement should not exceed one page. A long press release could discourage journalists and not be read at all.

11. How to promote World Day on Social Media

- ▶ Accept the Facebook invitation for the World Day, or create your own event, and share it with your friends!
- ▶ From October, 1st, contribute to **Facebook** by posting loads of messages! Below are some sample messages that can be used to promote the campaign:
 - What does the death penalty means to you? Learn from a new perspective and share your story! www.facebook.com/worldcoalition
 - Check out the 10th World Day against the Death Penalty. Download posters, share with friends, have your say and more. www.worldcoalition.org/worldday
 - Let's End the Death Penalty. What are you are doing to combat this inhumane treatment? Join the discussion and the event on Facebook page
- ▶ Use **Twitter** as a forum, with **#deathpenaltyday**. Below are some sample tweets that can be used to promote the campaign.
 - Spread the word! 10th World Day against the Death Penalty on 10/10/2012! worldcoalition.org/worldday #deathpenaltyday
 - Let's End the **#deathpenalty** visit worldcoalition.org/worldday to take part in the #deathpenaltyday
 - What does the #deathpenalty means to you? Learn from a new perspective and share your story! <http://on.fb.me/biD2ed> #deathpenaltyday
 - Check out the 10th #deathpenaltyday Download posters, share with friends, have your say and more. worldcoalition.org/worldday
- ▶ Using Facebook and Twitter in other languages or using other social networks? Post messages in your own language on any social networks!

• 10 Tips for a successful event:

- 1- **Plan** it at least a month in advance, more if you need to rent a room, invite speakers or contact us for an art exhibition
- 2- Try to **associate** several local NGOs or well known people to make it a bigger event with no additional costs or efforts
 - To know what is organised in your city, www.worldcoalition.org/worldday
 - To contact members of the World Coalition in your country: see www.worldcoalition.org/Member-organizations
- 3- **Contact local media** a week in advance and again two days before the event
 - See **Practical Worksheet n°9**
 - Here is a guide to help you write to the editor! <http://bit.ly/cYDWol>
- 4- Use the **Internet** and social networking tools to spread the words
- 5- **Contact us** to promote your event on our website and on Facebook page
- 6- A few days before, **advertise it in the streets** (posters, leaflets with title, time and place of your event)
- 7- **Tell everybody**, your friends, your family, even your grandma!
- 8- Be ready to **counter pro death penalty arguments** (use our “10 reasons to end the death penalty” in the first part of this kit)
- 9- **Be nice** to people, even if they disagree!
- 10- **Take pictures** and write a short report (and send it to us)

[4] WORLD DAY: TAKE ACTIONS!

• Material for the 10th World Day

For World Day, the World Coalition has produced some materials; they are all available on its website:

<http://www.worldcoalition.org/worldday>

Poster of the World Day

For organisers of events, copies of the poster are available at no cost from the Secretariat of the World Coalition (contact@worldcoalition.org).

Information Leaflet

The leaflet of the 2013 World Day provides information on the death penalty in the Greater Caribbean. It also gives arguments against the death penalty.

For organisers of events, copies are available at no cost from the Secretariat of the World Coalition (contact: contact@worldcoalition.org).

3 Petitions

For World Day, the World Coalition Against the Death Penalty is asking:

- **Barbados** and **Trinidad and Tobago** to abolish the mandatory death penalty for all crimes;
- **Guyana** to abolish the death penalty for all crimes;
- **Guatemala** to fully abolish the death penalty in law.

These petitions will be sent to relevant governments for the Human Rights Day on 10 December 2013.

Facts and figures on the death penalty

Up-to-date information on the application of death penalty around the world in 2011

Detailed Factsheet about the evolution of the death penalty in the Caribbean

Detailed information divided in 7 topics: procedure for imposing the death penalty in the Greater Caribbean, regional human rights mechanisms, comparison of Spanish- versus English-speaking countries, evolution of regional jurisprudence, the mandatory death penalty, cruel and unusual punishment and effectiveness of the death penalty

Pedagogical Guide

This manual offers several activities in anticipation of the celebrations on 10 October. It is aimed particularly at teachers of students aged 14 to 18, wherever they are in the world, but can also be used by anyone willing to organise an event for the World Day.

- Organisers of events, download it on www.worldcoalition.org/worldday
- Use it to organise event, make your own documents and inform the public about the reality of the death penalty in a recreational way.

[5] ADDITIONAL MATERIAL

• Reports about the death penalty in the Greater Caribbean

- Amnesty International report: « Death Penalty in the English-Speaking Caribbean : A human rights issue », Decembre 2012 available online:
<http://www.amnesty.org/en/library/info/AMR05/001/2012/en>
- Amnesty International Activist Kit: « Turning the tide in the Caribbean: Towards an end to the death penalty », February 2013, available online:
<http://www.amnesty.org/en/library/info/AMR05/001/2013/en>
- United Nation Developpement Program report : « Caribbean Human Development Report 2012 » February 2012; available online:
<http://www.undp.org/content/undp/en/home/librarypage/hdr/caribbean-human-development-report-2012-l.html>
- Inter-American Commission for Human Rights report: "The death penalty in the Inter American human rights system: from restrictions to abolition"; December 2011, available online:
<http://www.oas.org/en/iachr/docs/pdf/deathpenalty.pdf>
- Full list of older reports on World Coalition's Website:
<http://www.worldcoalition.org/search/index?q=Caribbean&type=Documents>

• Websites on the death penalty

- Death Penalty Worldwide Database: www.deathpenaltyworldwide.org
- World Coalition Against the Death Penalty www.worldcoalition.org
- Amnesty International, death penalty page <http://www.amnesty.org/en/death-penalty>
- Death penalty website of the FIDH <http://www.fidh.org/spip.php?rubrique650>
- Hands Off Cain information website <http://www.handsoffcain.info/>

Please refer to the Coalition members' website and get in touch with them using the contact details you will find here: www.worldcoalition.org/Member-organizations.

• Filmography

Documentary films

- **Into the Abyss** <http://www.wernerherzog.com/index.php?id=67>

Film by Werner Herzog (2011)

We do not know when and how we will die. Death Row inmates do. Werner Herzog embarks on a dialogue with Death Row inmates, asks questions about life and death and looks deep into these individuals, their stories, their crime.

- **Honk! ... to stop executions** <http://www.honk-lefilm.com/>

Film by Florent Vassaux and Arnaud Gaillard (2011)

At the heart of the United States, Curtis, and Golda Veldean are faced with the absurdity and violence of the death penalty. Meanwhile in Huntsville, a small Texas town, executions impose their rhythm on daily life.

- **Incendiary: the Willingham case** <http://www.incendiarymovie.com/INCENDIARY/INCENDIARY.html>

Film by Steve Mims and Joe Bailey Jr. (2010)

In 1991, Cameron Todd Willingham's three daughters died in a Corsicana, Texas house fire. Tried and convicted for their arson murders, Willingham was executed in February 2004 despite overwhelming expert criticism of the prosecution's arson evidence. Today, Willingham's name has become a call for reform in the field of forensics and a rallying cry for the anti-death penalty movement.

- **In Prison My Whole Life** (2007)

British film directed by Marc Evans (film 93 minutes)

This documentary immerses us in the heart of the American prison system by addressing the case of Mumia Abu-Jamal, a black journalist convicted of killing a police officer, who is still on death row. The story is told by a young British man (William Francom) who was born on the day of Mumia's arrest.

- **999 060** (2006 - 30 minutes) : *OV (English) with French subtitles*

Interview of Farley Matchett.

Movies

- **Night Train** (2007) <http://www.worldcoalition.org/Filming-in-the-darkness-of-Chinas-death-row.html>

Chinese movie by Diao Yi Nan

Night train tells the story of Wu Hongyan, a woman in charge of the execution of death row prisoners in Western China.

- **Redemption: The Stan Tookie Williams story** (2004)

American movie by Jamie Foxx

Redemption tells the story of Stan "Tookie" Williams, founder of the Crips (an L.A. street gang). Story follows his fall into gang-banging, his prison term, and his work writing children's novels encouraging peace and anti-violence resolutions which earned him multiple Nobel Peace Prize nominations.

Tookie was executed by lethal injection at San Quentin State Prison, California.

- **The life of David Gale** (2003)

American movie by Alan Parker

Dr. David Gale, an advocate for eliminating the death penalty, is falsely accused of rape and murder. Once convicted, he ends up on death row in Texas himself, telling his story to a reporter.

- **The Green Mile** (2000)

American movie by Frank Darabont

Death Row guards at a penitentiary, in the 1930's, have a moral dilemma with their job when they discover one of their prisoners, a convicted murderer, has a special gift.

- **Dead Man Walking** (1995)

American movie by Tim Robbins

A caring nun receives a desperate letter from a death row inmate trying to find help to avoid execution for murder.

Videos

See: <http://www.worldcoalition.org/search/index?q=video&type=Documents>

- **Exhibitions and Art work**

- « **Poster for Tomorrow** »

Poster for Tomorrow is an independent, non-profit international project whose goal is to encourage people, both in and outside the design community, to make posters to stimulate debate on issues that affect us all.

2010 was dedicated to « Death in not justice » for the abolition of the death penalty worldwide.

<http://www.posterfortomorrow.org/gallery/browse/0/all>

- **'There is No Human Way to Kill': An exhibition on several methods of executions**

'No Human Way to Kill' comprises an exhibition of twelve etchings produced by the Goldmark Atelier in 2007 and a 102-page book published by Seabrook Press in association with the Human Rights Centre at the University of Essex in 2009.

<http://www.artfractures.com/exhibitions/robert-priseman-2/no-human-way-to-kill/>

- **The Dark Room**

"The Dark Room" was a photography exhibition planned as part of a project launched by Amnesty International Italy under the title "I am against the death penalty because...".

<http://www.ied.edu/rome/blog/the-dark-room/2625>

- **The Last Meals Project**

This series visually documents the face and last meal of a convicted killer and is without question honest and true. This will be an ongoing project as executions continue to take place in the United States.

<http://www.lastmealsproject.com/pages.html>

[6] JOIN THE WORLD COALITION

Only organisations can join the World Coalition

In accordance with article 5 of the World Coalition's bylaws, the Coalition welcomes organisations who are sharing the aim of the universal abolition of the death penalty.

To join us, you may fill in the application form and send it to the Secretariat of the World Coalition:

<http://www.worldcoalition.org/become-a-member.html>

Every member of the Coalition must pay an annual subscription fee of 150 to 50 euros according to the resources of the organisation.

[7] CONTACT DETAILS

- **Secretariat**

World Coalition Against the Death Penalty

69 rue Michelet

93100 Montreuil, France

contact@worldcoalition.org

- **List and contact details of the members of the World Coalition:**

<http://www.worldcoalition.org/Member-organizations.html>

For more information:

www.worldcoalition.org