

Human Rights awareness raising campaign

#FlyTheFlag for your human rights



The Scottish Government is launching a social media and public relations campaign on Wednesday 18 November to raise awareness of the benefits of human rights for people in their everyday lives.

#FlyTheFlag for your human rights celebrates the benefits of human rights in the hope more people will understand how rights relate to them and feel empowered to claim them.

Why is an awareness campaign needed?

The Scottish Government is running this campaign as a contribution to the objectives of Scotland's National Action Plan for Human Rights, where evidence demonstrates that people are insufficiently aware of their rights and do not feel empowered to claim their rights.

Human rights have an image problem. They are taken for granted, misunderstood and misrepresented by the press and public.

Recent research reveals that one in five people (22%) think that human rights are designed to protect minority groups, rather than everybody. There is also limited understanding of how relevant human rights are, with over two in five people (44%) believing they have little bearing on their everyday life.

But whilst there's some misunderstanding around human rights, positivity overall is riding high with 67 per cent agreeing human rights are more of a positive thing than a negative.

#FlyTheFlag will demonstrate the relevance of human rights by showing tangible, down to earth examples of how they impact our everyday lives.

What are we telling people?

Campaign key messages:

- People in Scotland exercise their human rights every day, they're just not always aware of it.
- We all have rights and it's important to know how we can claim them if they are misused to ensure we're fairly treated and have our place in society.
- If you think you or someone you know is being poorly treated, get advice from [onescotland.org](https://www.onescotland.org) and find out where you stand.

When will the campaign run?

The campaign will run from Wednesday, 18 November until International Human Rights Day on Thursday, 10 December.

Our ambition

To create a groundswell in awareness and understanding of what human rights are, why they exist, who they are for and how a claim can be made if a breach has taken place.

How can you get involved?

This note is to keep you informed about the #FlyTheFlag for your human rights campaign, but we'd also be very grateful if you would like to get involved to help spread the word.

A number of organisations including the Scottish Human Rights Commission, Amnesty International, Equality Network, the Health and Social Care Alliance Scotland (the ALLIANCE), Human Rights Consortium Scotland, Children and Young People's Commissioner Scotland and the Care Inspectorate have all pledged their backing and agreed to share materials and we'd be extremely grateful and appreciative for any support you can lend.

From 18 November, you can:

- Use the campaign hashtag #FlyTheFlag on Facebook and Twitter posts
- Follow us on [Twitter @EqualScotland](#)
- Like [Equal Scotland](#) on Facebook
- Fly the flag for human rights by visiting onescotland.org/flytheflag and changing your organisation's Facebook profile
- Share/re-tweet our campaign images, tweets, posts
- Signpost our website onescotland.org



Suggested tweets/posts

- #FlyTheFlag in support of your human rights. Visit onescotland.org/flytheflag and add our flag to your profile picture
- Scotland exercises its human rights positively every day, we should be proud of this. #FlyTheFlag at onescotland.org/flytheflag
- We're showing support for human rights by choosing to #FlyTheFlag! Make sure you do the same! Go to onescotland.org/flytheflag
- Are you aware of your basic human rights? #FlyTheFlag and visit onescotland.org for more info
- Human rights help us live in a free and fair world. Visit onescotland.org and [#FlyTheFlag](#)

Materials

- Distributing campaign information via your own internal channels – website, newsletters, intranet etc.
- A number of small #FlyTheFlag handwavers and large (5ft x 3ft) flags have been produced specifically for this campaign. You can order a number of these by emailing julie.watt@consolidatedpr.com or calling 0131 240 6420.
- Using #FlyTheFlag handwavers and flags in any related roadshows/event you're organising
- Share images of staff, service users waving their #FlyTheFlag handwavers or the large #FlyTheFlag flags on buildings



For any questions or requests, please contact Julie Watt at Consolidated PR at julie.watt@consolidatedpr.com or call 0131 240 6420.

Alternatively, please contact Gillian Howell at the Scottish Government Marketing team on Gillian.Howell@scotland.gsi.gov.uk or call 0131 244 2755.