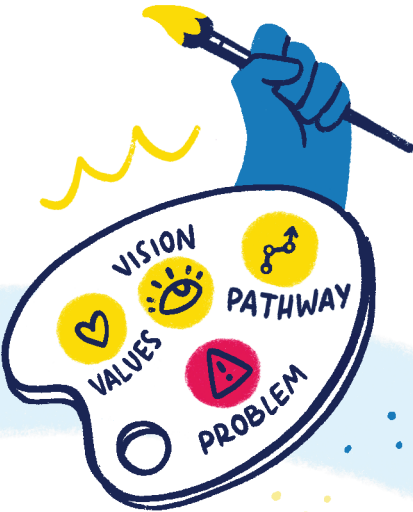


# 8 STEPS FOR CRAFTING EFFECTIVE HUMAN RIGHTS NARRATIVES

 International Service  
for Human Rights

## UPDATE YOUR PALETTE

What messages are you currently creating? Check values, vision, problem & pathway.



1

## CHANGE THE TONE

Turn up the volume on good news.

2

## BEGIN WITH STRONG FOUNDATIONS

Remind people of our shared humanity. Together we can – and do – make a difference.

3

## PRIME APPROPRIATE VALUES

Talk about peace, equality, fairness, freedom & dignity.



4

## PROMOTE THE DESTINATION

Describe the future we can create together.

6

## DEFINE THE PROBLEM

Assign responsibility for a problem to make it clear it can be fixed.



5

## PROVIDE A CLEAR PATHWAY TO VICTORY

Explain the tasks, inspire agency & celebrate collective power.

7



8

## SHOW AS WELL AS TELL

Align your tactics with the narrative you want to promote.

