

Inspiring and equipping activists to change the world. Join us.

ABOUT NEW TACTICS

We believe that informed and connected citizens are the key to lasting human rights improvements in their communities. New Tactics helps activists become more effective through strategic thinking and tactical planning.

New Tactics in Human Rights' vision is a world where all people are equally protected by the rule of law, empowered to participate in the political and economic lives of their communities, have access to education and health care, and are free to express themselves.

It is often groups of loosely-affiliated young people who fight for these rights. They are idealistic and passionate, but may be inexperienced and poorly paid, if they are paid at all. They are up against repressive regimes with decades of experience in beating their adversaries—strategically and literally.

NEW TACTICS CONDUCTS ITS WORK IN THREE CORE WAYS:



Building a human rights community through monthly, expert-led online conversations

More than 70 dialogues to date led by 700 conversation leaders from 70 countries
Each year live and archived conversations are viewed more than 35,000 times



Seeking out and sharing great ideas in 28 languages, including over 250 innovative tactics

In 2014, the New Tactics website drew 235,000 views from 74,000 users in 204 countries and territories
The New Tactics Twitter account is in the top 1% of all Twitter accounts in terms of followers



Training and mentoring on the New Tactics *5 steps to strategic effectiveness method*

In-person training and mentoring in this framework to help human rights defenders work strategically and tactically to achieve their objectives

The Strategy Toolkit, an online introduction to the 5 Steps, launched in August 2014 and has been viewed nearly 21,000 times in English and 3,500 in Arabic

New Tactics has helped human rights defenders all over the world to make change on an array of human rights issues.

Please see the reverse side of this sheet for a few examples.

New Tactics is Supported By:

Open Society Foundations | Holthues Trust | Spencer Endowment for Innovation

To learn more, get involved, or to donate, please visit www.newtactics.org
New Tactics in Human Rights is a program of the Center for Victims of Torture.

NEW TACTICS STORIES OF IMPACT

LIFTING UP YOUNG WOMEN

Faced with a marriage her parents or guardians demand, a teenage girl has little support to stay in school or the chance to make her own decisions about her future. The **Liberia** Association of Psychosocial Services (LAPS) knew that high dropout rates and early marriages were trapping teenage girls in poverty and dependency. Using the New Tactics Strategic Effectiveness resources with teenage girls, LAPS achieved significant success in empowering these girls to identify and strengthen their support systems. The dropout rates for the girls participating began to decline, and the number of pregnancies and early marriage fell by a third. Some girls started small businesses or earned scholarships, many parents reported treating their daughters more positively, and teachers received training on codes of conduct regarding female students.

TACKLING DISCRIMINATION

In Alexandria, **Egypt** HIV positive patients are often stigmatized and discriminated against by health care providers. The Cairo Institute for Human Rights Studies (CIHRS) engaged a youth alumni network and used the New Tactics Strategic Effectiveness method to build an awareness campaign about everyone's right to health. The youth network engaged HIV positive Egyptians and CIHRS created a powerful video featuring the stories of HIV positive Egyptians and their families. The video also highlights the way in which the organization used the method to develop the campaign and video. The youth network launched the video at a public event and is using it to raise HIV awareness and combat discrimination on campuses.

EMPOWERING YOUTH

Students often face numerous financial barriers that prevent them from furthering their education and building a brighter future. A member of the Tunisian Alliance for the Defense of Human Rights in **Tunisia**, who is also active with a student association at the university, attended a New Tactics Strategic Effectiveness training and then put her new skills into practice on an issue her student association deals with every year: limited housing for economically disadvantaged students. By applying the New Tactics method, 90% of disadvantaged students seeking housing were granted rooms.

ADDRESSING PUBLIC HEALTH CONCERNS

For people with Hepatitis C, the disease can be painful and in some cases life threatening, particularly if left untreated. The prevalence rate of Hepatitis C is relatively high in **Tunisia**, and many people do not know how the disease is transmitted. Thala United decided to work locally in order to raise awareness about transmission, the tests available to diagnose the disease, and the treatment available for Hepatitis C. Following a New Tactics Strategic Effectiveness method training, Thala United used the method to develop a strategy and identified various avenues to raise awareness, including the use of local radio stations, the intervention of experts in conferences, and community-based targeted sensitization. Thala United also worked in collaboration with local hospitals, private practice doctors and local authorities to have as many women as possible be tested for Hepatitis C. As a result, 50% of the women with whom Thala United connected ultimately got tested.



NEW TACTICS METHODOLOGY HELPS US NOT TO GIVE UP.

~ Hamida, Tunisia



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