



# A STORY OF SUCCESS: THE “PUT YOURSELF IN MY SHOES” CAMPAIGN

“WE FEEL OUR METHODOLOGY IS NOW MORE EFFECTIVE...(WE HAVE BECOME) MORE PRAGMATIC, AND HAVE A TOOL BOX WE GO BACK TO WHENEVER WE HAVE A MEETING, A PROJECT, OR AN ITEM TO DISCUSS... CONSTANT UPDATING AND EVALUATION IS OUR [NEW] WAY TO DEVELOP OURSELVES AND IMPROVE OUR WORK.”

**USING THE NEW TACTICS STRATEGIC EFFECTIVENESS METHOD, A GROUP IN TUNISIA WAS ABLE TO PUSH PUBLIC TRANSPORTATION EXECUTIVES TO AGREE TO MAKE THE MOST POPULAR METRO LINE IN TUNIS ACCESSIBLE FOR PEOPLE WITH DISABILITIES.**

“Put Yourself in my Shoes” is a campaign organized by the **City for All Society (Madnia)** in partnership with the **Tunis Forum for Youth Empowerment (TFYE)** and with the support of the **Tunisian Organization for the Defense of the Rights of People with Disabilities** and the **International Disability Organization**, focusing on the rights of people with disabilities.

These organizations seek inclusivity for people with disabilities or special needs. **Members of the campaign attended a New Tactics in Human Rights’ Strategic Effectiveness Method training that coincided with the kick off of the campaign.** Attending the training affected how activists working on the campaign looked at advocacy, and they built on what they learned to further shape the campaign. As a result of the successful campaign, officials at the local transportation company agreed to make the most commonly used metro line (number 4) accessible for people with disabilities as the model, with more lines to follow.

**AS A RESULT OF THE SUCCESSFUL CAMPAIGN, THE LOCAL TRANSPORTATION COMPANY AGREED TO MAKE THE MOST COMMONLY USED METRO LINE ACCESSIBLE FOR PEOPLE WITH DISABILITIES, WITH MORE LINES TO FOLLOW.**

The campaign began with the realization that for people with disabilities to access public services, they need to be able to use public transportation without assistance. The campaign had participation from people with different disabilities (physical, visual and hearing) in addition to a group of youth who have been trained of the right based approach.” Using the *New Tactics Strategic Effectiveness Method*, **they identified the problem**: “People with disabilities do not enjoy their right to use metro n°4 independently.” Then **they created a vision**: “An inclusive environment where people with disabilities move easily and independently.” **They identified an opportunity to change the metro line, and chose tactics** that were familiar and tested, that they had capacity for, and that they knew were effective. **Finally, they took action.** A petition was circulated asking for better accessibility for people with disabilities. Additionally, they provided wheelchairs and eye bandages to metro riders without disabilities and asked them to try to board the metro line independently. Members of the press and executives of the transportation company were invited to the event to raise awareness and press for action from the transportation company.

## **NEW TACTICS CAN HELP YOU**

### **Enhance your flexibility:**

- We provide the tools and skills to adapt your approach when needed and overcome obstacles along the way
- We have hundreds of proven tactics that can provide inspiration for your campaign

### **Improve your ability to take focused action**

- Our method brings focus and clarity to your goals so they are achievable
- Our method helps you answer the key questions that must be addressed to act and achieve meaningful change