

KEY MESSAGING DOCUMENT FOR DISTRIBUTION AMONGST THE COALITION ONLY

Q&A

Question	Answer
General Campaign	
When does the campaign start and end?	<p>The campaign launches on August 1st and concludes at the end of October. However, the activities planned, including the strengthening of a campaign coalition of activists working around civil rights in Kenya is intended to provide a framework going into the future.</p> <p>Please see our campaign launch video which will be shared from the Article 19 Eastern Africa social media channels.</p>
What will the launch event be?	<p>We will invite two of our three target audiences; Nairobi-based citizens and Civil Society Organizations to a screening of the campaign hero video, followed by a discussion on how they can best help us achieve change over the course of the campaign.</p>
Why are you campaigning if the constitution protects the right to protest already?	<p>Constitutionally, every person has the right to protest under Article 37.</p> <p>However, civil and political rights are significantly undermined by both restrictive legislation on public order, police brutality and negative perceptions of protestors perpetuated by the mainstream media. Protestors are targeted, prosecuted and attacked by the police just for exercising their democratic and constitutional rights. Clearly while the constitution protects the right to protest, there is a lot of progress needed in our institution’s application of these rights and public perception around what these rights mean for people.</p>
So what is the purpose of the campaign?	<p>The purpose of the campaign is to tackle this hostile protest environment in Kenya, inspiring citizens to recognise they have a right to protest whilst building a strong campaign coalition of activists working together to guarantee civil and</p>

	<p>political rights.</p> <p>We are also calling on the Government to incorporate Article 19's policy recommendations targeting the national police service in order to ensure a fairer, more just and more equal Kenya.</p>
<p>Objectives</p>	
<p>What are your objectives?</p>	<p>We have three objectives;</p> <p>1) To strengthen existing activist networks to inform the public about their rights & create a campaign coalition</p> <p>2) To challenge negative perceptions of protest</p> <p>3) To challenge poor police practice to protect and respect the right to assembly</p>
<p>What is the campaign coalition and how are you strengthening activist networks responsibly?</p>	<p>The #FreeToProtest coalition is coming together to support actions to achieve our three campaign objectives.</p> <p>The coalition together agrees on which actions to take, what form those actions take and how best to spread the campaign message.</p> <p>We also strengthen activist networks by sharing and coordinating resources, expertise, learnings and providing opportunities for joint engagement and a coordinated approach to the issue of the day.</p> <p>Coalition members are experienced activists, members of civil society organisations and legal experts currently working in Kenya to guarantee the right to protest, whether it is organising grassroots actions or working to strengthen human rights mechanisms to ensure that every citizen is free from State-violence and repression.</p> <p>In doing this, we intend to help promote the narrative that protest is essential to democracy and can be peaceful, impactful and respectful.</p>
<p>How do you intend to challenge negative perceptions of protestors in Kenya?</p>	<p>We intend to work with both national, regional and international media outlets and Kenyan citizens who are active on social media to challenge negative perceptions of protestors</p>

	<p>through a wealth of factual evidence and positive messaging.</p> <p>We want people to see protests can emulate our coalition in being respectful, impactful and peaceful.</p> <p>We also want to make the public aware that protestors are citizens, and all citizens have a right to a fair trial. That right isn't decided by a police officer or the media. It is decided by a judge and jury without prejudice.</p> <p>Our long term aims are to see a fall in negative media articles regarding protestors, a fall in extra-judicial killings and an increased judicial respect for protestors in Kenya. We also want to bring to attention the different treatment of protestors depending on their social or economic status; our research showed that certain citizens are treated differently based on class. We will push for an equal Kenya, where class has no bearing in the way in which one is treated in a court of law.</p> <p>We want to call for the thorough investigation of attacks on protestors, activists, journalists and bloggers who speak out on human rights issues, particularly relating to protest in Kenya, and to guarantee proper safe reporting mechanisms for citizens who experience violence from police officers.</p> <p>Protestors are regular workers, labourers, and doctors. They are teachers, students, and parents, They are husbands and wives. They are humans. They simply want to be #FreeToProtest, regardless of class, to secure a fairer Kenya for themselves, for their children, and for their tomorrow.</p>
<p>Why bother with social media?</p>	<p>Many mainstream media houses perpetuate the agenda of their owners. Articles are therefore diluted to reflect this agenda, which often unfairly brands activists as violent and disruptive. Social media is critical to overcome this agenda and provide an account which is truer to actual events.</p> <p>We also want a campaign that is freely accessible to all sections of Kenyan society, regardless of</p>

	<p>class, geography and income. Social media is able to reach all sections of society more than the mainstream media and can create a genuine community. In addition, social media gives citizens the chance to comment - allowing them input into narrative safely without fear of repercussion.</p>
<p>How do you intend to challenge negative police practice?</p>	<p>We intend to write an open letter to the National Police Service and the government, calling on them to implement a series of policy recommendations suggested by Article 19 Eastern Africa incorporating better practice. This letter will be drafted in collaboration with the campaign coalition and distributed amongst the public for signatures. This will be sent to the duty bearers in October.</p> <p>We also want to work in close collaboration with the duty bearers throughout the campaign rather than in opposition to duty bearers. In this way, we hope to develop a constructive, mutually-beneficial relationship that makes Kenya a safer place for protestors whilst providing duty bearers with transparent information to help them best protect the interests of law-abiding citizens.</p>
<p>Getting involved</p>	
<p>Why should we get involved?</p>	<p>Together, we can achieve a Kenya that works for everybody. A Kenya where citizens can protest without fear of attack, and can express their democratic rights without being prosecuted or repressed. There is great power in numbers, and there is an unprecedented opportunity to join a peaceful, impactful and respectful movement that can shape the course of Kenyan history for the better. In working together, we can inspire a fairer Kenya to ensure all citizens are #FreeToProtest.</p>
<p>How can we get involved?</p>	<p>Please check our twitter feed and website to sign up to our newsletter.</p> <p>You can also post a photo of yourself online displaying #FreeToProtest on a piece of paper. Make sure to use the campaign hashtag and tag 3 of your friends!</p>

<p>What happens after the 3 months and how can we keep it going?</p>	<p>The actions related to our objectives will conclude after the 3 months, and it will be in your hands to ensure the campaign continues to be peaceful, impactful and respectful. You can continue the #FreeToProtest campaign online in order to ensure duty bearers are consistently being held to account whilst securing a better Kenya for the future.</p>
<p>Outcomes</p>	
<p>What action do you want the police to take?</p>	<p>We want the Kenyan Government to incorporate our policy suggestions which include better training for the Kenyan Police Service, increased financial and administrative support for IPOA, increased accountability and transparency related to the use of police gear and equipment, prohibiting the use of live ammunition during protests, and ensuring officers wear uniforms with clear badge numbers on display during protests.</p>
<p>Awkward questions</p>	
<p>What is the urgency?</p>	<p>The Kenyan constitution is not being respected by duty bearers. This sets an incredibly dangerous precedent and risks citizens losing the rights our predecessors have spent years working for. As such, this campaign looks to highlight how we citizens are aware of our rights, we intend to exercise those rights and we call on our rights to be respected by the government, the police force, the media and our fellow citizens. If we do not protect our rights, they will cease to exist.</p>
<p>Is this just another Western-funded campaign? Don't these campaigns alienate people?</p>	<p>The Article 19 Eastern Africa specialises in regional affairs. In order to avoid a prescriptive campaign, the campaign will be led by the Eastern Africa office alongside local activist groups for a campaign that is grassroots, organic, and localised.</p> <p>We will also be providing support to a series of activists, including the Social Justice Centre Working Group who serve people who are the most disadvantaged by the class divide in Kenya,</p>

	<p>especially in areas where they don't have access to safe reporting mechanisms.</p> <p>We are working in partnership with stakeholders with a campaign supported by our campaign coalition and an exhaustive consultation process which included initial interviews with grassroots activists and close consultation thereafter.</p>
<p>Why are you advocating for protests when they always turn violent?</p>	<p>We are not advocating for people to take to the streets, we are advocating for the human rights of our peers to be respected and protected so when they exercise their constitutional rights they are free from attack, undue prosecution and at worst - death.</p> <p>In addition, the vast majority of protests in Kenya are peaceful and respectful. Chaos often ensues when infiltrators permeate protests and cause violence, or when police officers overstep their jurisdiction. Together we can ensure both of these elements are eradicated for a future Kenya is a beacon of peaceful protest.</p>
<p>Why are you blaming the police?</p>	<p>We are not, we are working in consultation with the police throughout our campaign as it is critical for us to work together to achieve positive change. We understand the police are under incredible pressure which is why we are calling for better training, increased accountability and transparency and the prohibiting of live ammunition in order to minimize clashes between law enforcement officers and peaceful protestors.</p>