



**RIGHTSINFO:  
WHAT WE  
DO AND  
HOW WE  
DO IT**

# WHAT DO WE DO?

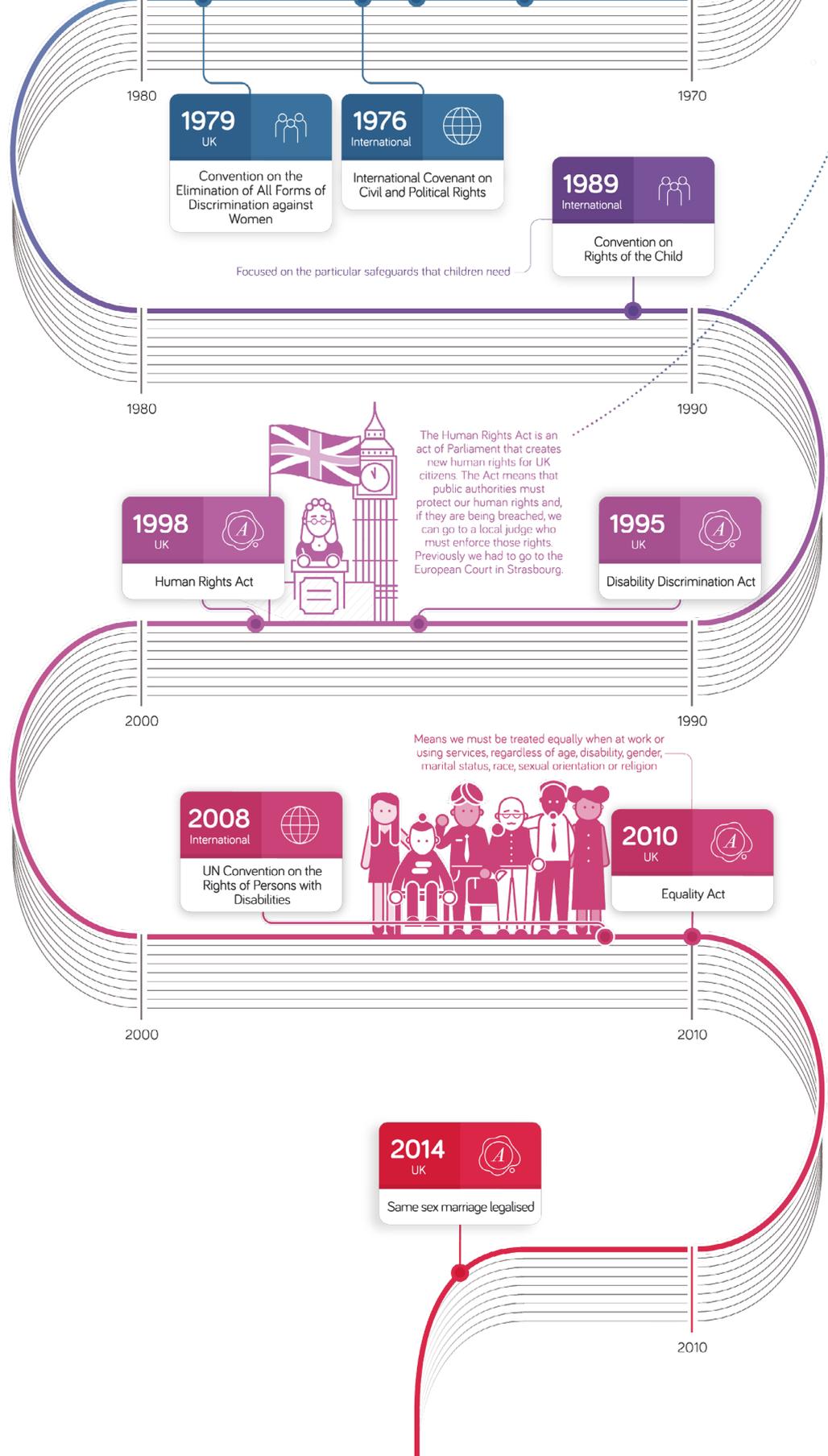
RightsInfo is the UK's most popular source of human rights news, storytelling and information. Unlike any other UK human rights organisation, we bring together journalists, professional storytellers and creatives to increase public support for, and therefore help to preserve, the institutions which protect human rights. Our model, fusing news, expert knowledge and storytelling is unique and ground-breaking.

# OUR AIM

RightsInfo is a young, multi-award winning charity with bold ambitions. Our aim is to harness the power of creativity and our expertise as communicators to inspire people to think again about human rights. We mean it for everyone, for naysayers who've written off human rights, for the undecided, and for those who can't see how these ideals relate to them and their lives. We know that, no matter who you are or what you stand for, there is

value in opening a mind to a different way of thinking, even if only for a moment. We believe that there is more that connects us than divides us and it's exactly this sentiment that underpins the principles of human rights laws. In so doing, we hope to increase public support for, and therefore help to preserve, the institutions which protect human rights which are constantly under attack from a hostile media.

# EVERYTHING YOU NEED TO KNOW ABOUT HUMAN RIGHTS INFOGRAPHIC



## THE THREE MAIN WAYS YOUR RIGHTS ARE PROTECTED AS A UK CITIZEN

- 1
- 2
- 3

Public authorities, including government, must not act in a way that breaches your human rights. And nobody should discriminate.

If you find your human rights are being breached, then you can take the case to a judge in the UK which must enforce them.

If that doesn't work, as a last resort you can take your case to the European Court of Human Rights in Strasbourg.

# WHY OUR WORK IS NEEDED

The UK is facing huge instability, inequality with an increasingly hostile environment towards immigrants, all within the context of Brexit. Uncertainty and division is rife and “fake news” continues to pollute our media. We know that human rights are essential to protect us against injustice but negative media reporting has led to a large proportion of the public being either hostile or ambivalent about human rights and the institutions which uphold them. RightsInfo is determined to change this. Our strategy and approach to messaging is firmly couched in the research on public attitudes to human rights and how to influence them.

In terms of the problem and its scale, the findings are worrying.



Around 70% of human rights reporting in the UK, and 80% in England, has been found to be from a negative standpoint (*CounterPoint, 2015*)



More people think that the incorporation of the European Convention into UK law was a bad thing than a good thing (*YouGov, 2014*)



Only around 22% of the public are pro-human rights, with the rest negative (26%) or ambivalent/neutral (52%) (*Equally Ours/YouGov 2014*)



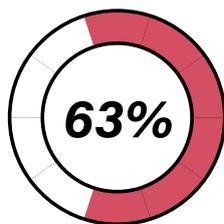
The idea of a ‘human rights agenda’ was seen as toxic by politicians on the right, centre-right and centre-left (*Eden Stanley, 2018*)



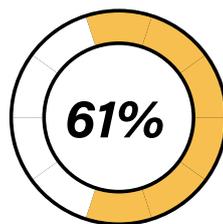
Only 21% of the public are enthusiastic supporters of human rights, over half (55%) are either disengaged, cynical or sceptical and 10% are entrenched opponents (*EHRC 2018*)

# OUR IMPACT

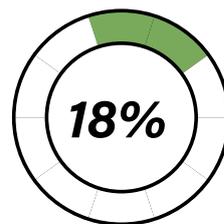
Since we were established in 2015, our reach has continued to grow. Our videos have been viewed over ten million times. Our website alone reaches 16,000 unique users every week, with tens of thousands more consuming our content on our social media channels. We regularly survey those accessing our content and our most recent survey demonstrated that our content is informing people, changing attitudes, inspiring and empowering people to talk about human rights and take action to fight for them.



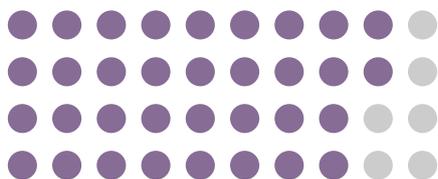
were more likely to campaign for human rights as a result of our work



had supported a campaign or signed a petition



had actually changed their view on a human rights issue.



86%

had been inspired to have a conversation discussion by one of our stories or videos



said their knowledge of human rights had improved

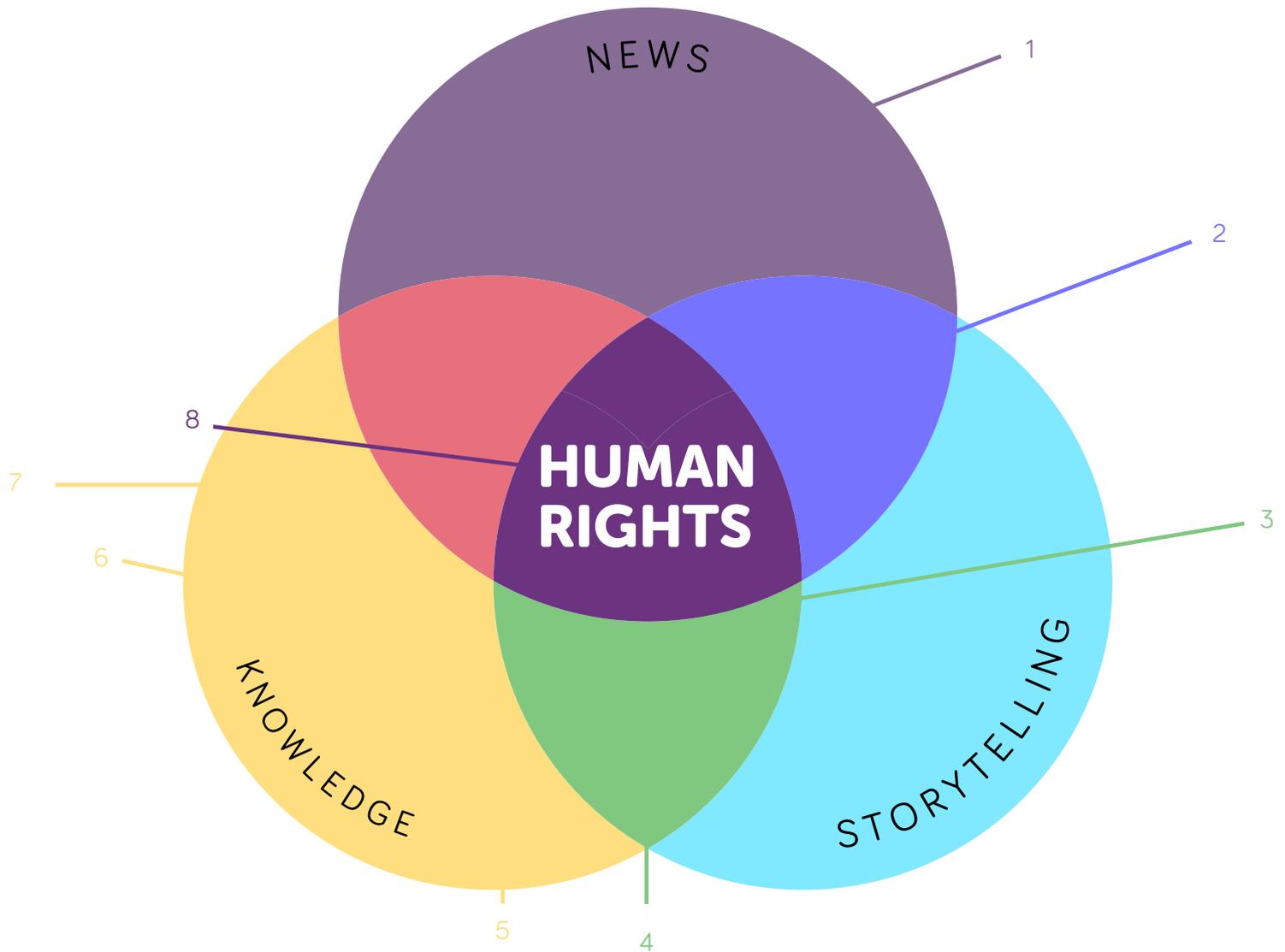
***In 2018, 630,000 people accessed our content which, based on the above snapshot, means we potentially improved the knowledge of over half a million people, inspired nearly 400,000 to campaign for human rights, and changed the opinions of more than 100,000 people.***

**“I think RightsInfo is an amazing resource. I previously taught human rights to Year 12 students and showed them RightsInfo videos and graphics as part of teaching. I think RightsInfo is interesting and accessible and I'm glad it exists!”**

—— *RightsInfo user*



# OUR MODEL



## News

We operate the only responsive daily human rights news service in the UK



## Knowledge

We use our legal expertise to produce accurate, informative and accessible information to help people know their rights



## Storytelling

We use video, animation, written word and illustration to tell powerful human rights stories not being told by anyone else to amplify voices not often heard

# OUR MODEL

1

## News

Our News Service runs five days per week reacting rapidly to breaking news stories, commenting on new legal judgments, shedding light on human rights violations and covering major news with a human rights angle.

4

## Documentary film

Example: Launched in April 2019 Lifetime of Human Rights film told the story of Craig Mathieson who had 4 benefits withdrawn while he was looking after his son Cameron who tragically died. Craig won a Supreme HUMAN RIGHTS Court battle that ended the state's ability to strip families of benefits while they are in hospital.

7

## Infographic

Example: In the run up to the end of Gender Recognition Act consultation 2018, we commissioned an article by Family Law specialists to explain the human rights implications of the proposed Government reforms.

2

## Multimedia

Our powerful #FightHateWithRights multimedia campaign told the story of three survivors of different genocides, highlighting the common themes of denial of rights in their experiences and the importance of protecting rights today. The campaign included short films, articles and explainer films.

5

## Animation

Example: Our 2018 "NHS and Human Rights" animation, voiced by a junior doctor, illustrates how human rights are ever-present in our NHS and underpin every patient's interaction with the system.

8

## Documentary film

Example: In April 2019 we launched a documentary film about the hostile environment featuring experts explaining the human rights implications of the policy and people telling the stories of how it affects their lives.

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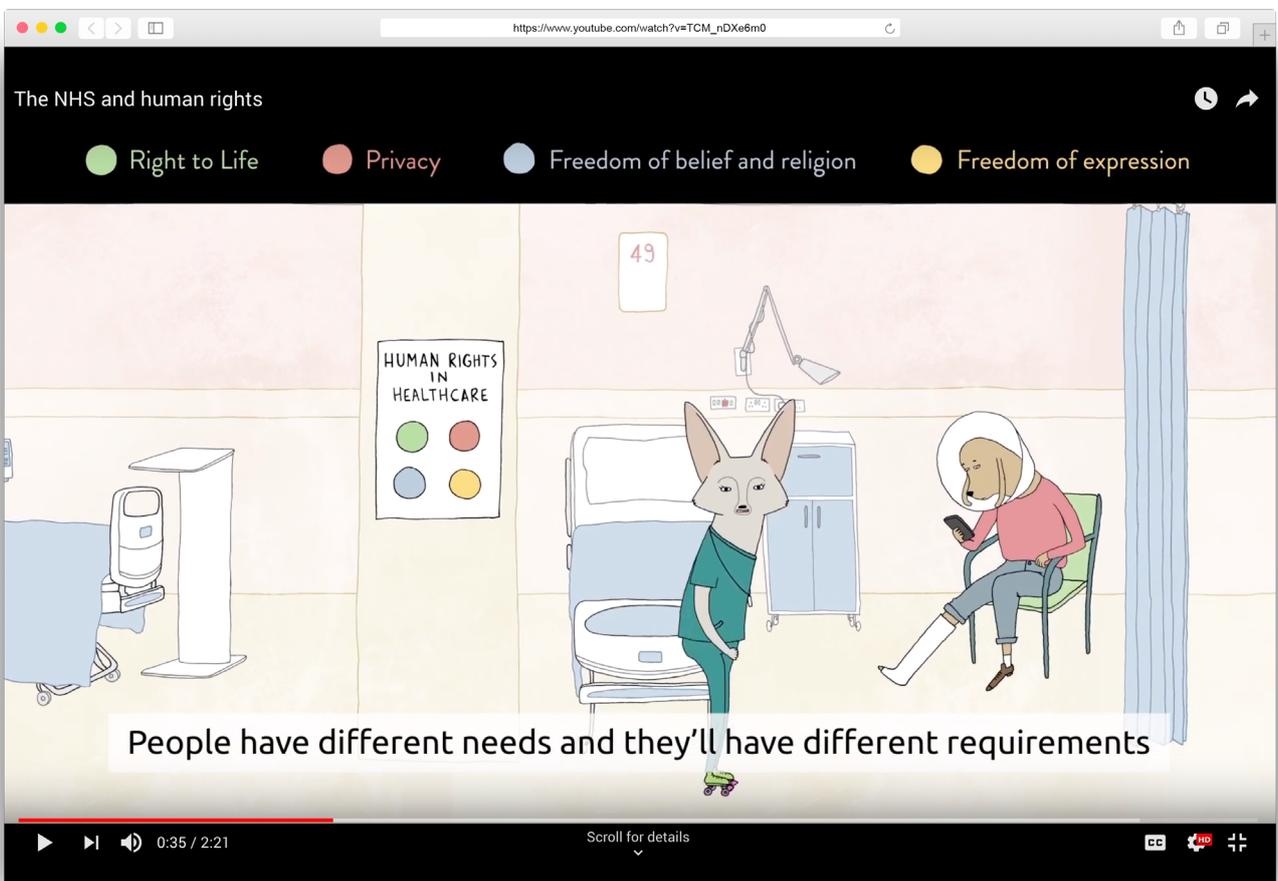
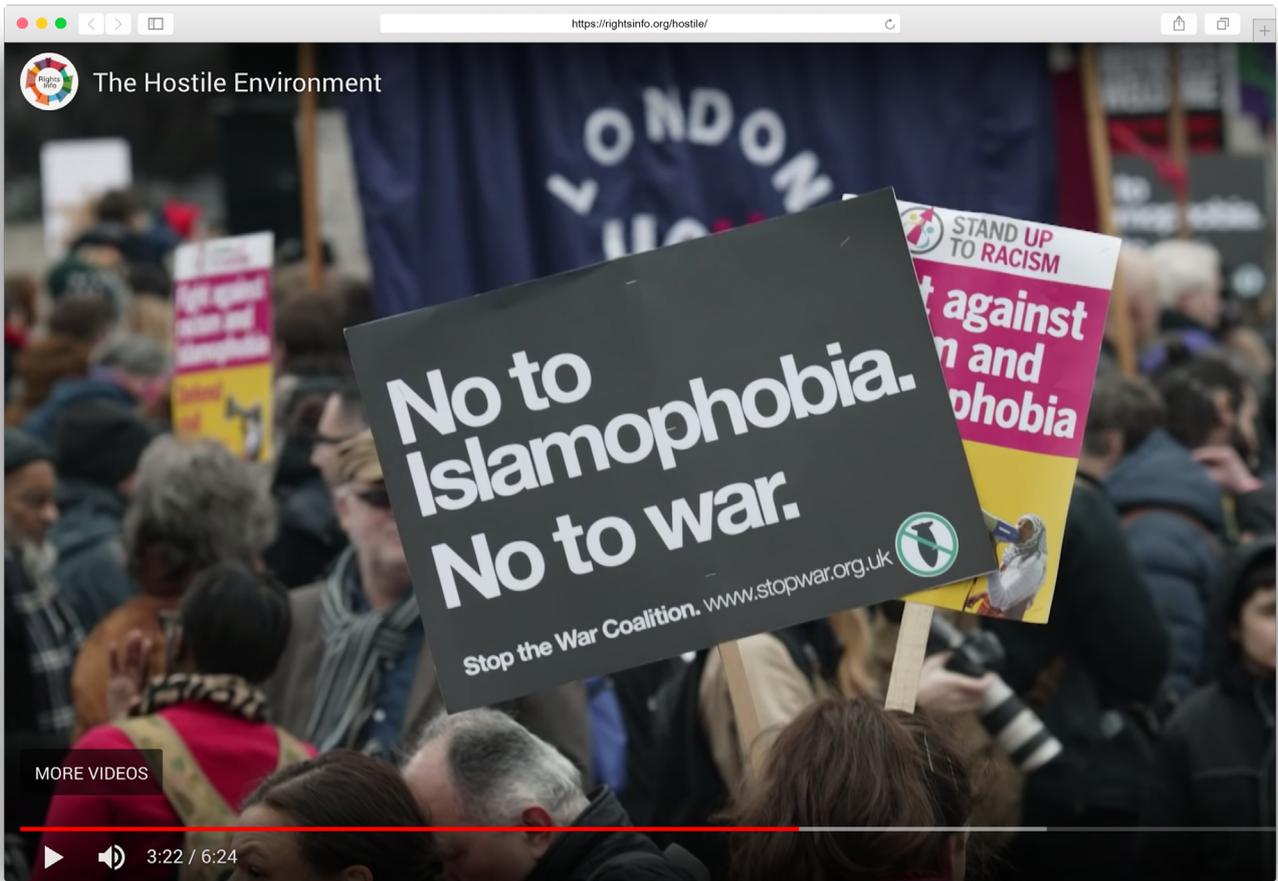
## Documentary film

Example: In 2019 our theme is 'A Lifetime of Human Rights' where we will produce content every month which uses human stories to talk about human rights and, in particular, the institutions or laws which protect them. 3 One short film we produced (to be released in Summer 2019) is a film about the Council of Europe. It shows people from a range of political backgrounds who come together, despite their differences, because of their shared passion for human rights.

6

## Infographic

Example: We have created infographics like "The 50 human rights cases that transformed Britain" which explain human rights legal cases in a simple and accessible way.





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