



'The Death Penalty for Drug Offences Report' Social media pack for 8 October 2015

Welcome to the Harm Reduction International (HRI) social media pack for **'The Death Penalty for Drug Offences Report – Global Overview 2015'** – a new report being launched on 8 October 2015 to coincide with the 13th World Day against the Death Penalty on 10 October. The World Day is organised by the [World Coalition Against the Death Penalty](#). Each year it focuses on a different problematic aspect of the death penalty. The main objective this year is to raise public awareness around the application of the death penalty for drug-related offences to reduce its use.

*This document has been developed to support you in getting behind and amplifying the World Day and launch of the report via social media on **8 October 2015**.*

About HRI and the Death Penalty for Drug Offences Report

HRI works to reduce drug-related harm. Our vision is a world in which individuals and communities benefit from drug laws, policies and practices that promote health, dignity and human rights. Recently we have launched the **#10by20 campaign** that calls on governments to redirect 10 percent of the resources that they currently spend on the war on drugs to harm reduction. To find out more about the campaign please visit: www.ihra.net/10by20

The Death Penalty for Drug Offences: Global Overview 2015 – The Extreme Fringe of Global Drug Policy is HRI's sixth overview on the status of the death penalty for drug offences worldwide. The report identifies 33 countries and territories that retain the death penalty for drug offences, including 10 in which the sentence is mandatory. It also notes that the governments that execute people for drugs are becoming increasingly isolated at the same time as drug control partners from around the world are withdrawing aid and other forms of assistance to these governments.

About the World Coalition Against the Death Penalty and the World Day

The World Coalition Against the Death Penalty is an alliance of more than 150 NGOs, bar associations, local authorities and unions. The aim of the World Coalition is to strengthen the international dimension of the fight against the death penalty. Its ultimate objective is to obtain the universal abolition of the death penalty.

The World Coalition Against the Death Penalty created the World Day against the Death Penalty in 2003 to help activists worldwide rally to oppose the death penalty and unite behind the struggle for universal abolition.

Top actions

- **Read our report** to find out everything about the status of the death penalty for drug offences worldwide: <http://www.ihra.net/the-death-penalty-doesnt-stop-drug-crimes>
- **Sign the Amnesty Malaysia petition** and share it with your friends: <http://aimalaysia.org/petitions>
- **Change your social media profile picture** in support of the World Day and use the poster in your tweets and Facebook posts – [download the poster here](#).
- **Check out the World Coalition website** to learn more about the World Day!
<http://www.worldcoalition.org/>
- **Join the Facebook event** 'World Day against the Death Penalty' to see what is happening in your town or country: <https://www.facebook.com/events/1693746850861333/>

- **Spread the word!** Twitter and Facebook are the two most popular channels to share information. Below we have provided content that you can use to spread the word about the World Day and our report.

Twitter handles

- Harm Reduction International: @HRInews
- World Coalition Against the Death Penalty: @WCADP
- AI Malaysia: @AmnestyMy

Twitter hashtags

- #NoDeathPenalty
- #10by20

Poster/Report

- [Download a special poster](#) to accompany social media activity relating to the World Day and launch of the report.
- Report 'The Death Penalty for Drug Offences Report - The Worst Extreme of a Criminal Justice Approach to Drugs' is available at: <http://www.ihra.net/the-death-penalty-doesnt-stop-drug-crimes>

Core Tweets/Posts

- Today we've launched a new Death Penalty for Drug Offences Report. Read it here: #10by20 #NoDeathPenalty <http://www.ihra.net/the-death-penalty-doesnt-stop-drug-crimes>
- The death penalty doesn't stop drug crimes. Find out why. Read our new report: #10by20 #NoDeathPenalty <http://www.ihra.net/the-death-penalty-doesnt-stop-drug-crimes>
- Learn about the status of #deathpenalty for drug offences worldwide. Read our new report #10by20 #NoDeathPenalty <http://www.ihra.net/the-death-penalty-doesnt-stop-drug-crimes>
- Sign @AmnestyMy petition calling on the Singapore president to grant clemency to Kho Jabing #10by20 #NoDeathPenalty <http://aimalaysia.org/petitions>
- Stand in solidarity with Kho Jabing from #Malaysia and sign @AmnestyMy petition #10by20 #NoDeathPenalty <http://aimalaysia.org/petitions>
- Ensure that #harmreduction & #humanrights are central pillar of every government #10by20 #NoDeathPenalty (add poster)
- At least 33 countries still prescribe the #deathpenalty for drugs in law. It's time to end it! #NoDeathPenalty (add poster)
- 10 countries still have the #deathpenalty for drugs as a mandatory sanction. Find out more: #NoDeathPenalty #10by20 <http://www.ihra.net/the-death-penalty-doesnt-stop-drug-crimes>

Key contacts

For information about the Death Penalty Report contact:

- Dr Rick Lines, Executive Director, HRI: rick.lines@ihra.net

For information about #10by20 and how to get involved:

- Olga Szubert, Campaigns Manager, HRI: olga.szubert@ihra.net

For information about the World Death Penalty Day contact:

- Aurélie Plaçais, Program Director, World Coalition Against the Death Penalty: aplacais@worldcoalition.org