

MAKING THE CASE FOR MEDICALLY SUPERVISED INJECTION CENTRES IN DUBLIN

Citywide 20th anniversary conference
12th November 2015
Croke Park

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ana liffey drug project
ACTION • PREVENTION • SUPPORT



KNOW YOUR CASE

- Statement of intent
- Evidence
- Position paper
- Legal opinion



KNOW YOUR STAKEHOLDERS

- Community
- Commercial interests
- Policing



ENGAGE WITH THE MEDIA

- Engage frequently
- Engage widely
- Make your own news



YOU CAN'T DO IT ALL ON YOUR OWN

- We are attempting to do something that has not been done before, and we've met hurdles .
- We found a way to have legislation drafted
- We couldn't bring it to Cabinet



TAKE HOME MESSAGES:

1. Establish the evidence for your proposed change.
2. Speak to the self-interest of the various stakeholders.
3. Find common ground with your detractors.
4. Engage with the media and promote your goal at every opportunity.

