

Last Updated April 29th, 2021

SATURDAY, MAY 1ST 2021
INTERNATIONAL PANDEMIC OUTREACH DAY

ONEWORLDONEDAYONEACTION



Instruction manual for a world-wide action

Thank you for joining us for this day of action!

The world needs to know that **EATING ANIMALS CAUSES PANDEMICS**. Let's stand together on the solid foundation of fact-based science and sound the alarm!

TOOLKIT DIRECT LINK:

To access the Full Toolkit now, click or copy this link: <https://rebrand.ly/ipodtoolkit>

Here you can find folders with all the various documents, graphics & audio files.

****Alternate Languages**

We also have some files that have been translated into French, Spanish and German.

You can access these files directly here: <https://rebrand.ly/altlanguages>

IN THE NEWS....

To view news coverage of a similar action, click here: <https://rebrand.ly/samplevideo>



THIS IS A SCRIPTED AND ORCHESTRATED PERFORMANCE PROTEST. ON MAY 1ST CITIES ACROSS THE WORLD WILL UNITE TO SOUND THE ALARM AND DELIVER A SINGULAR MESSAGE:

"..... Intensive industrial animal farming is creating a perfect storm of environmental breakdown, pre-antibiotic era illnesses and a zoonotic outbreak of unprecedented virulence that could see the collapse of civilisation.

Animal Agriculture must end now."

THE ACTION:

We will be asking you to recruit anywhere from 3 to 15 activists in your city, along with (at least) 1 photographer, 1 videographer, etc... To set up in formation (example above), while playing an alarm distress recording (speech included). All files provided in the toolkit (see link above, in post)

HERE'S WHAT TO DO

- Find a suitable, high visibility public location (such as a government building, public squares, on the street, etc...
- Recruit the maximum number of people allowed to gather safely
- Set up activists in formation (virus posters in chronological order)
- Play audio recording (found in toolkit, linked above) and "sound the alarm!"

YOU WILL NEED:



Posters (from toolkit)



Masks & gloves



Coveralls



Loud sound system or megaphone



Pre-recorded distress alarm & speech (in toolkit)

****MORE DETAILED INSTRUCTIONS CAN BE FOUND IN THE TOOLKIT (LINK IN POST)**

PRE-ACTION DAY PREPARATION

In order for your event to run as smoothly as possible and avoid surprises, plan ahead with the following:

INVESTIGATE THE COVID-19 PUBLIC HEALTH RESTRICTIONS

Local COVID restrictions are constantly evolving, so be sure to monitor them as the date approaches. Gather other local activists to join you, respecting these restrictions (this should include social distancing and mask-wearing where required). You may also want to investigate noise restrictions in your city, because of the siren and voiceover, and whether or not you will need a permit to gather. These restrictions will vary by city and country. We encourage all actions to be peaceful, and in accordance with all local laws and restrictions.

FIND A SUITABLE LOCATION FOR YOUR ACTION

Either a public square or a government building in a high-traffic area would be ideal. You may want to look into parking / transportation in the area as well so that you can make it as easy as possible for activists attending the event. You may want to choose a location to meet up with other activists in your group where you can get dressed and prepared away from the public. Please abide by your local laws.

ASSIGN ROLES FOR THE DAY OF THE EVENT

These might include:

- Activists with signs (see pages 2 and 5)
- Audio/sound system technician
- a videographer / photographer for social media
- live streaming
- someone to do the speak-out (**provided in the Toolkit**)
- a media liaison
- a police liaison
- etc...

Some of these roles can be combined.

We would really appreciate photos and video to share after the event!

ITEMS TO ACQUIRE OR PREPARE

Audio Equipment

Many places rent sound equipment for a few hours or a day. If you are affiliated with an organisation (eg. AV chapter), or you have a musician friend, they might have sound equipment that you can borrow. The distress alarm audio is highly impactful, so the goal is to be as **LOUD** as possible!

If you plan to use bullhorns / megaphones, you can plug in directly with a 1/8" audio cable, Bluetooth connection, or it may be possible to hold a phone up to it with the voiceover and siren recorded. You should practise this in advance. **These may not be as loud, however, or as clear.**

Audio play options

Depending on what equipment you have---or simply, personal preference, you have 2 options for audio play:

1. **Play the pre-recorded alarm and voiceover. Click here: <https://rebrand.ly/audioloop>**
2. **Play only the alarm, Click here: <https://rebrand.ly/sirenonly> and read the speech yourselves, Click here: <https://rebrand.ly/writtenspeech>**

There are apps such as "AmpMe" or "Rave" that allow multiple phones to play the same audio file synchronized to achieve louder sound if speakers are not available.

(If you prefer MP3 files rather than YouTube, find these in the Toolkit folder <https://rebrand.ly/ipodtoolkit>)

Posters/Signage

There are a couple of options for printing up the posters for the action.

You are encouraged to have the posters printed professionally for possible reuse at future actions.

To access the standard poster files directly, click: <https://rebrand.ly/standardposters>

If you are on a limited budget, you can also print the signs from home at a reduced cost.

<https://rasterbator.net/> allows you to upload the sign graphics for free and print them on a home printer across multiple pages to recreate a large, poster format.

You can then trim and glue the prints to cardboard / bristol board / poster board / old signs etc...

For at-home printers hoping to conserve on ink, there are posters with a lighter base option. **For the light base posters, click: <https://rebrand.ly/whiteposters>**

Handout/Flyer

For those who wish to hand out flyers, you can print our **2-sided** postcard which can be found

To access directly, click: <https://rebrand.ly/eacppostcard>

Attire/Accessories

We are aiming for an impactful, grim visual effect for this action. If possible, we are asking that activists be dressed in **biohazard suits, surgical masks, and gloves** (as seen on the front page of this booklet). We have been able to buy painting suits in hardware stores and online for \$5 to \$10 each (in Canadian or American dollars). They are generally made of paper or a very thin plastic, but cloth is fine too; white is preferred. The following is an example of what can be used:

<https://www.discountssafetygear.com/wellcare-mpcov-300-hooded-coveralls.html>

Not all of your participants need to be in biohazard suits, particularly if this is a financial challenge, but it would be best for photos if some of you are, particularly the people holding the signs. The next best option would be to have any/additional participants dressed in black.

We are aiming for a uniform aesthetic wherever possible!

BUILD THE HYPE: GETTING THE WORD OUT!

Social Media: We will provide some **optional social media posts** to help get the word out in advance of the event. You can share from our **website, Facebook, Instagram** and our **Twitter** accounts. Please be sure to include links to our website: **EatingAnimalsCausesPandemics.com** and our social media.

Hashtags:

***#EatingAnimalsCausesPandemics #1World1Day1Action #HaltPandemics
#InternationalPandemicOutreachDay #GoPlantBased***

Press: Contact and coordinate local/national media for your local event ... **This is very important.**

Please use the press release template file (below), and contact local media 2 or 3 days before the event by email. Always follow up with a phone call asking if they have received your email, and if they have any questions.

To access the Media Release file, click: <https://rebrand.ly/mediarelease>

Reach out to TV, online news outlets, radio, newspapers, etc. Assign a media liaison, who is articulate and well-versed on the connection between pandemics / epidemics and animals raised for food and fashion.

Refer to our **Media Talking Points** whenever interviewed or questioned by the media. Please feel free to share our contact information for any media that is interested:

eatinganimalscausespandemics@gmail.com

To access the Media Talking Points file, click: <https://rebrand.ly/talkingpoints>

ACTION DAY TO-DO LIST

If you've put the planning and prep in, follow through with the checklist below. Be fierce, be impactful, and have FUN!

- Gather signs, biohazard suits, masks, gloves, and sound equipment.
- Test sound equipment.
- Assure all assigned roles are filled and prepared.
- Arrive early in case media is there early.
- Gather activists somewhere where they can get dressed.
- Distribute biohazard suits as well as masks and gloves if one person has these.
- Pose activists with their signs in chronological order if possible.
- Start the siren and the voiceover on a repeating loop.
- Distribute pamphlets if you have them.
- Make sure Live stream is ready to go, take lots of photos and videos!

VISUAL AIDS AND FORMATION SUGGESTIONS

VISUAL OVERVIEW OF POSTERS/SIGNAGE

**VIRUS POSTERS

EACP
(generic vertical)



**VIRUS POSTERS

Please be sure to position the virus posters in chronological order, whenever possible

GENERIC HORIZONTAL

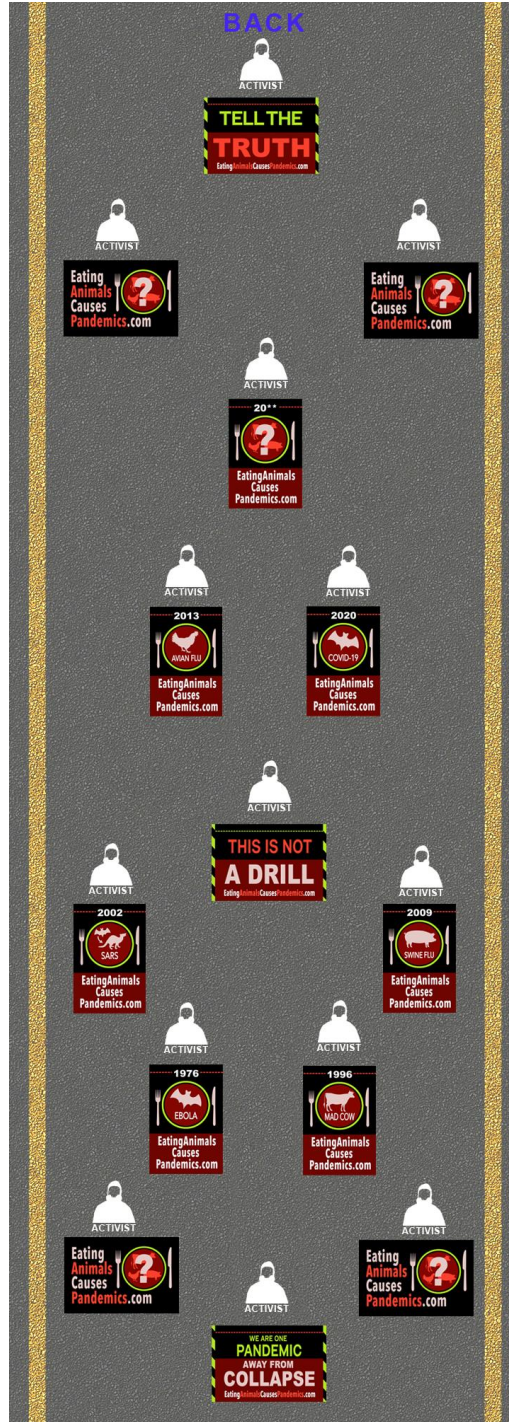


POSTCARD/FLYER (for distribution)

<p>FRONT</p>	<p>BACK</p>
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SUGGESTED SET-UP FOR A VERTICAL (MARCHING) FORMATION

Please be sure to space out enough so that social distancing is respected and all signs are as visible as possible



ALTERNATE & ONLINE ACTIONS

(DUE TO COVID RESTRICTIONS ETC...)

If you are unable to do a live street action due to restrictions, but wish to support the action, here are 6 more options:

**ONEWORLDONEDAYONEACTION
DUMMY DEMO**

IF THERE ARE GATHERING RESTRICTIONS IN YOUR CITY DUE TO COVID-19, CREATE "LARGE NUMBERS" TO CARRY AN URGENT MESSAGE....WITH A DUMMY DEMO!

HERE'S WHAT TO DO:

- Find a suitable, public location (such as a government building grounds, or a park...)
- recruit the maximum number of people allowed to gather safely
- Set up stuffed dummies and attached posters in an imposing fashion (picture: scarecrows!)
- Play audio recording (found in toolkit, linked above), and "sound the alarm!"

ALONG WITH A LOUD SOUND SYSTEM, YOU WILL NEED:

				
Posters (from toolkit)	Scissors, tape & string	Coveralls	Recycled paper (for stuffing)	Dowels or sticks

- **Create "Dummy Demo" Installation (See image above)**
Build a legion of dummies in lieu of real humans in order to adhere to COVID gathering restrictions. Use all of the assigned signage and biohazard suits, stuff them and prop them up! Be sure to do a speak-out, take photos, video and share! ***It is imperative that those who wish to organise a Dummy Demo, adhere to local safety guidelines.**



- **Day-of online “Pictivism” (see image above):**
We will provide an image for you to post on FB/social media for both profile and cover pages (where applicable). We ask that you post these images STARTING ON APRIL 30th (the day before the action) and for the duration of the event. You are free to keep the images beyond, if you so wish. Invite as many people as possible to use these temporary images.

You can access the images separately here: <https://rebrand.ly/pictivism>

- **social media “pandemic themed” video posts (you can access the videos here):**
<https://rebrand.ly/videoposts>
- **creating a short video with the speak-out provided in the Toolkit. Access here:**
<https://rebrand.ly/speakoutvideo>
- **chalking our website and facts about pandemics and eating animals. Itemised points here:**
<https://rebrand.ly/chalking>

EVENT IMAGE/VIDEO SHARING

AFTER THE BIG DAY, WE WANT TO SEE IT ALL!

Part of the thrill of taking part in a global action, is the shared experience of working together to make a bigger impact. While we can't all be together in person, we want to see how your respective day unfolded!

If you are ok with sharing, please upload any images and videos of your event. Unless you have indicated otherwise, we may like to share some of these images on our FB event page, group page or website. Be sure to label well, so we can properly credit you!

After the day of action, you can post your images/videos in your country's folder (you can make a subfolder of your city, if it isn't already there).

Access to the folder is here: <https://rebrand.ly/mediauploads>

*******STAY TUNED FOR A ZOOM AFTER PARTY IN THE WEEK FOLLOWING MAY 1ST! WE WANT TO CELEBRATE WITH YOU!**

COORDINATOR(S):

If you have any questions, please email us at eatinganimalscausespandemics@gmail.com. We look forward to having you join us for what will be an exciting, coordinated day of **ACTION!**

Love and Affection,
IPOD CREW