



PRIDE

PACK

2025

Information, actions
and resources.



INTRODUCTIONS

Parts of the Amnesty International UK movement have been attending Pride celebrations and Pride protests for decades, and local pride events are a highlight in the calendar for many of our local groups and student groups, as well as individual activists who attend, organise, marshal and otherwise get involved with events up and down the country.

The importance of Pride events is hard to overstate - as a protest with historic and demonstrable power, as a demand for recognition, as a statement of identity, and as an opportunity for solidarity - Pride is a fundamental cultural touchstone that demands inclusion, and demands Human Rights.

There can be no more fundamental right than the ability to say "I am who I am" - and to be heard.

While rights around recognition and expression of sexuality have seen a reasonably steady upward trajectory in the last several decades, discrimination is still rife, with social media a particularly effective tool for delivering hate speech. The rights and identity of people who are trans remain under public and sustained attack. Globally, over 60 countries around the world still have laws criminalising homosexuality. The need to Pride has not passed.

This pack contains actions that groups and individuals can take to pride events, knowing that the same actions will be taken up and down the country by other parts of the Amnesty movement, and that individually they will be contributing their voices to a collective that is a powerful voice for change.

This year, we're delighted to include an action from the Amnesty Feminists Network as part of their emerging 'My Body My Rights' campaign, which focused on bodily autonomy, including an absolute end to 'conversion therapies'.

RETURNING PETITIONS: Please return your petitions to the office by recorded delivery (for data protection reasons) - if you are an Amnesty group, you can reclaim the cost of this by contacting your Community Organiser.

**The Rainbow Network, C/O Community Organising
The Human Rights Action Centre
17-25 New Inn Yard
London EC2A 3EA**



TRANS DISCOURSE IN UK MEDIA



Over the past few years, hate crimes against trans people have skyrocketed. In the same period, hostile portrayal of trans people has dramatically increased in the UK media landscape. Home Office's analysis suggest that the two are linked.

Since 2015 an average of 154 articles have been published about trans people every month. This amounts to 13,000 articles, focused on less than 1% of the UK population. This increase has been overwhelmingly negative.

The media has extraordinary power in setting the tone of conversations about Human Rights, and this is particularly the case when speaking about the rights of marginalised communities.

Media regulators such as Ofcom and IPSO have highlighted bad practices such as including anti-trans voices to 'balance' content and a disproportionate focus on transition and medical issues. The lives of trans people are treated as a 'debate' in a way that would not be tolerated with any other minority.

What's more, most of the media is not facilitating the participation of trans people so that they can speak for themselves. The current dehumanising political discourse, amplified by British media, has real consequences, coinciding with a substantial decrease in support for trans people, particularly their right to have their gender legally recognised.

The BBC is not immune from this trend. Several times over the past few years the BBC has had to defend and amend articles that demonstrated substantial anti-trans bias, described the rights of trans people as "an area of controversy" and issued an editorial briefing which seems more focused on the right to choose to label oneself transphobic, or not, than to listen to trans people themselves.

The BBC is a leader in journalism and public debate in both the UK and around the world. We strongly encourage you use this role to actively seek to protect the rights of all people—Making people's lives a



debate and treating positions of hatred and prejudice as 'one' side of the issue is disingenuous and feeds into the scapegoating of minorities that we increasingly see in the political discourse. Human rights are universal and interlinked. When dehumanising a minority becomes acceptable, it opens the door for further erosions of human rights protections.



TRANS DISCOURSE IN UK MEDIA

We the undersigned call on the BBC to:

- Develop an editorial policy that emphatically recognises that trans people have equal rights, including the right to self-expression and determination, and should be able to talk about themselves.
- Scrutinise whether the coverage of hostile anti-trans narratives is in the public interest and refrain from presenting the rights of trans people as a debate with sides.
- Consistently challenge politicians and opinion makers on why they are disproportionately focused on trans people.

NAME	SIGNATURE

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CRIMINALISATION IN RUSSIA



On 30 November 2023, the Supreme Court of Russia ruled to recognise “the international public LGBT movement” as “extremist”. This has effectively outlawed any public association with the LGBTQI+ community. Russia must immediately review this ruling to prevent widespread persecution of LGBTQI+ people.

"There is little if any doubt that it will lead to the persecution of LGBTI activists while threatening to inspire and legitimize whole new levels of violence against LGBTI persons across Russia."

Marie Struthers, Amnesty International

People found guilty of committing “extremist” activities may face up to 10 years in prison, employment restrictions and restrictions on other rights. Even displaying a Pride flag or other LGBTQI+ symbols can now be expected to lead to an arrest and detention for up to 15 days, or 4 years for a repeated violation.

We must show solidarity with the Russian LGBTQI+ community and demand an end to these oppressive actions to safeguard the principles of equality, freedom and justice for all. No-one should be persecuted for who they love.

Sign the petition overleaf to call on Russian authorities to immediately review the decision and take a step toward ending the persecution of LGBTQI+ communities in Russia.

Note: Where LGBTQI+ communities are referred to above using a different acronym, this is because in these instances, the text is quoting individuals.



CRIMINALISATION IN RUSSIA

We the undersigned call on the Russian authorities to immediately review the decision by the Supreme Court to recognise "the international public LGBT movement" as "extremist", effectively outlawing any public association with LGBTQI+ communities in Russia, and facilitating widespread discrimination.

We further call on Russian authorities to take all possible steps to end the discrimination against all communities marginalised by their sexuality or gender identity.

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MY BODY, MY RIGHTS

END CONVERSION THERAPY

Conversion 'therapy' refers to practices that seek to change, modify or suppress a person's sexual or gender identity. Fundamentally, they identify these aspects of someone's identity as a problem that needs to be 'cured'.

People exploring their sexual or gender identity have the right to do so in an affirming, appropriate and supportive environment - not be shamed, othered, marginalised and abused in the name of being 'fixed'.

According to the Government's 2018 "LGBT survey", in the UK, 7% of LGBTIQ+ individuals had been offered, or had undergone, some form of conversion therapy - with that rising to 13% of people who are trans. Over 50% of those subjected to conversion therapy experienced it in a faith setting, but almost 20% were offered it through a medical or healthcare setting.

The UK government must introduce a comprehensive legislative ban on all conversion therapies.

7%

of LGBTIQ+ individuals in the UK have been offered or undergone conversion therapies

13%

of people who are trans in the UK have been offered or undergone conversion therapies

19%

of people who have undergone conversion therapies were offered it in a medical setting

MY BODY, MY RIGHTS

END CONVERSION THERAPY

We the undersigned call on the UK government to introduce a comprehensive legislative ban on conversion practices in the UK within this parliament.

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YOUR RIGHTS, YOUR VOICE

You'll find on the resource page that there 'blank placards' available to order. You can use these in a number of ways, but our suggestion is that these are a great creative action for your stall, or for your group. If you're marching - use them to create your own placards, with statements or tag-lines that are meaningful to you. If you have a stall - take along some placards and some sharpies, and let people create their own placards. You can let them take them away, or keep them for your stall. Take photos of them with their placards for (with their permission) your social media or your newsletters.



RESOURCES

Make your pride presence loud and glorious, by ordering the resources below.

You can do this by emailing the Supporter Communications Team at SCT@amnesty.org.uk with the quantities you need, alongside the order codes, which you can find below!
Alternatively, use our online resource order form at: <https://tinyurl.com/AIUKresources>



"PRIDE IS PROTEST" placard
Order code: LGBT023



"LOVE IS A HUMAN RIGHT" placard
Order code: LGBT001



"PROTECT PRIDE PROTECT PROTEST" placard
Order code: LBGT024



"I AM WHO I SAY I AM" placard
trans flag colours
Order code: LGBT014



Blank (logo only) placards for photo actions

Order code: LGBT022

non-binary flag colours
Order code: LGBT019



RESOURCES



Pride sticker sheet (15 stickers)

Order code: LGBT008



I am who I say I am sticker sheet (15 stickers)

Non-binary flag colours
Order code: LGBT020

Trans flag colours
Order code: LGBT013



Gender identity for beginners: leaflet

Order code: LGBT017



BBC trans discourse action cards

Order code: LGBT027

