



WI CAMPAIGNS & HOW TO GET INVOLVED

The WI has a rich history in campaigning. Every campaign starts as a resolution submitted by a WI. It's a chance for members to turn their concerns into national campaigns with the support of the WI.

All WI campaigns (past and present) remain active, so simply pick a campaign (or even two) that your members feel passionate about and can contribute their time and skills to.

To help you get started, our Suffolk West Public Affairs Team have included some examples of how you can get involved.



2025 Bystanders Can Be Lifesavers

Our latest WI campaign aims for members to work together to increase confidence and training in CPR, and to work with local organisations to improve access to defibrillators.

- Organise first aid training for your WI members. **East Anglian Air Ambulance** offers free first aid training in Basic Life Support and how to use a defibrillator, by local First Responder Mervyn Smith. To organise training contact mervyn.smith@eastamb.nhs.uk
- Get together with other WIs and organisations to hold a training sessions. Why not have tea and heart shaped cakes too!



BHF offer a free online CPR & defibrillator training courses you can complete from home via revivr.bhf.org.uk. In just 15 minutes, you can learn how to save a life and receive your very own CPR certificate. It couldn't be simpler – you just need your phone/tablet and a cushion to practice on.

These activities also link in with the the WI's 2017 **Alleviating Loneliness** campaign and 2023's **Thinking Differently** campaign.



2018 Mental Health

Making mental health as acceptable as physical health.

- Find a local cafe or a space you can hire for free to organise a coffee and chat event. Open it to non-WI members too to bring people together. You could encourage knitting etc and use this as a conversation starter.
- Organise a walk with refreshments - you could walk to a cafe or pub!

Activities like these also links with the WI's **Alleviating Loneliness** and **Thinking Differently** campaigns.



1954 Keep Britain Tidy

Led to the formation of the Keep Britain Tidy group.

As part of the WI's **Keep Britain Tidy** campaign, you could organise a litter pick.

- Pick a location, a date and time. If you're litter picking in a park or similar always check if you need any permissions.
- Your local council should be able to supply Hi-Viz vests, litter pickers and bags.
- Ask if other organisations want to join in i.e. local schools, business or residents association.


This also links in with the WI's 2024 **Clean Rivers for People and Wildlife** campaign, 2018's **End Plastic Soup** and 2017's **Alleviating Loneliness** campaigns, as well as annual events like **The Great Big Green Week** and **Show The Love**.




2009 SOS Honeybees

Raising awareness of the plight of the honeybee.

Support **SOS Honeybees** by creating insect friendly spaces by planting gardens, pots or window boxes is a simple way to help, not just bees, but other insects too.

 Create a water feature using a shallow bowl or saucer with pebbles to help bees stay hydrated.

 Together, create cost effective bee hotels using a piece of drain pipe with bamboo sticks inside!

 Buy local honey to support bee keepers.

This also links in with the WI's **Alleviating Loneliness**, **Make Time for Mental Health** and **Thinking Differently** campaigns, as well as annual events like **The Great Big Green Week** and **Show The Love**.

NEXT STEPS



Find out more at www.swfwi.org.uk/campaign

Share



Whatever campaign your WI supports remember to let us know as sharing your ideas inspires other WIs. To be included in The Hive & on our socials email pa@swfwi.org.uk & climateambassador@swfwi.org.uk



Contact your local press and WI life to shout about the campaigning your WI is doing!

Most importantly, do it together and have fun!

*“Alone we can do so little;
together we can do so much.”*

Helen Keller

theWI
INSPIRING WOMEN

