

*There's incredible diversity in WI campaigning and public affairs...one minute the public affairs committee is working with bee keepers and local librarians, the next, we're meeting with the Government on criminal justice reform. The weight and credibility of our membership behind campaigns adds a powerful and important voice.*

**Marylyn Haines-Evans,**  
NFWI Trustee

*You have attracted all party support for 'Care not Custody' and the attention of successive Governments.*

**Rt Hon Kenneth Clarke QC MP,**  
Former Justice Secretary

*The Women's Institute has a special kind of power. You campaign for the things you believe in. Whether it is the environment, food labelling or women's rights, the root of your campaigning is always the same... changing people's minds through education, information and better understanding.*

**Annie Mauger,**  
Chief Executive of CILIP

*Being part of national campaigns adds a whole new dimension to your WI membership. You can do as little or as much as you like. I write a local newsletter for federation members and encourage them to come on every single march with me – the visibility of the WI is something we need to embrace.*

**Jane Finnerty,**  
Walton Manor WI



**MAKING A DIFFERENCE ON THE THINGS THAT MATTER TO YOU**

## **Focussing on issues that matter**

### **A strong voice**

In 1915 we set out to give women a voice, to be a force for good in the community. The WI has moved with the times and changed in many ways but, true to that early vision, almost 100 years later, we still bring women together to bring about real change on the issues that matter.

From equal pay to climate change, from local library closures and midwifery shortages to the declining honey bee population, the WI campaigns on a range of issues that are as diverse as our members. Along the way we have built a reputation as a practical and principled organisation that does not shy away from tackling difficult issues.

With over 212,000 members in 6,500 WIs throughout England, Wales and the Islands, the WI has a strong voice.

### **Member-led campaigning**

WI members are part of a unique organisation that gives every member the opportunity to campaign and make a difference on the issues that are of concern to them.

The WI is democratic and member-led. Members are right at the centre of policy and campaign development with every issue that the WI campaigns on, stemming directly from resolutions put forward by WI members and adopted at the NFWI AGM each year.



### **Community action**

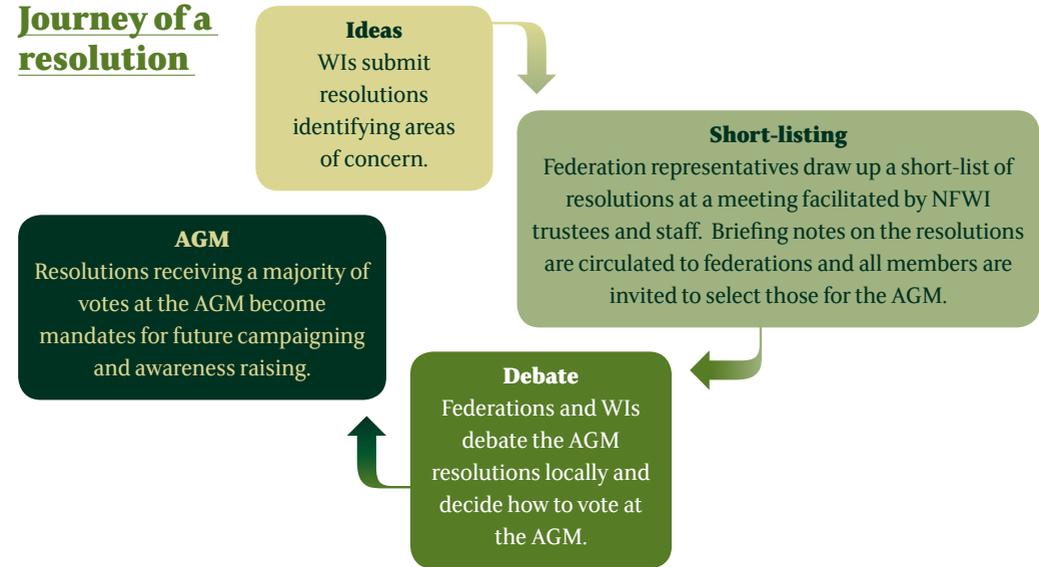
The WI empowers women to identify and tackle issues that matter to them. Campaigns are often creative and based on the willingness of WI members to get involved in a 'hands on' way as active citizens, pressing for change by working in partnership, starting from within their communities up to a national level.



## **Campaigning for change**

*Sometimes the big issues we face can't be tackled on our own; the WI has an ambitious agenda and has long worked hard to bring women together to make a real impact to improve policy and practice.*

### **Journey of a resolution**



### **A snapshot of WI campaigns**

#### *1950s Keep Britain Tidy*

A WI anti-litter campaign led to the formation of Keep Britain Tidy, which still works today for 'cleaner, greener places'.

#### *1970s Breast Cancer Screening*

WI lobbying for breast screening clinics resulted in the introduction of a number of mobile screening clinics followed by a national screening programme in 1988, the first of its kind in the EU.

#### *2010 SOS for Honey Bees*

A year on from the launch of the WI's campaign on declining honey bee populations, the Government announced £10m of funding for pollinator research.

#### *2011 Care not Custody*

The Government's pledge to roll out a national

diversion and liaison scheme, backed up by significant financial investment, is a welcome step towards 'care not custody' and the diversion of vulnerable, mentally ill people away from prison environments into the care and treatment they need.

#### *2012 Legal Aid*

WI campaigning highlighted the disproportionate impact of the Government's planned legal aid reforms on women who experience violence. While the Act bringing in the reforms is far from perfect, members helped secure critical amendments, providing safeguards to ensure that domestic violence victims can access legal aid.

#### *2013 WI Great Food Debate*

With the global population set to rise to 9 billion by 2050, the WI Great Food Debate is bringing members together with their communities to examine the challenge of food security.

