



# Building a National Campaign to End Long-Term Solitary Confinement

## *Campaign Do's & Don'ts*

**DO:** Lead with core value statements about safety, fairness and cost-effectiveness.

**DON'T:** Lead with statistics that lack context or grounding in core values.

**DO:** Offer concrete examples of how alternatives are better, including how much money will be saved and how public safety will benefit.

**DON'T:** Say we should reduce reliance on solitary confinement without making the point that there are better, more cost-effective alternatives.

**DO:** Take an “and” approach to reducing solitary confinement. Acknowledge public safety concerns and link reforms to increased public safety and rehabilitation. Remind audiences that we don't have to sacrifice safety to be more fair and cost effective.

**DON'T:** Say that we need to balance the need for public safety against the need for fairness. This is not a zero-sum equation. In this case, more fairness = more safety.

**DO:** Give examples of other states (especially conservative states) that have successfully reduced their reliance on solitary confinement – e.g. Mississippi.

**DON'T:** Expect that audiences will take your word for it without evidence to back up your point.