



ARA'S GUIDE TO VEGAN ACTIVISM

VEGANISM

Simply being vegan is in itself a vitally important action to take on behalf of other animals. Veganism reduces the demand for animal exploitation, leading to less animals being killed and harmed by humans. This is not just for food, but all uses, including clothing, entertainment and experimentation. Once you've made this step, you can do even more for other animals by promoting veganism. The absolute best way to promote veganism is to lead by example – show that we can easily live a very happy, healthy life without animal products. Simply by doing this, you'll find that others will follow suit – hardly anyone wants to contribute to the suffering of animals once they realise that they don't need to. Vegan advocacy can seem daunting, but we've provided a list of 7 easy ways to promote veganism that can reach a substantial number of people in a non-confrontational way.

7 EASY WAYS TO PROMOTE VEGANISM

1 VEGAN CONVERSATIONS

As a vegan in a (mostly) non-vegan world, you're likely to have many conversations about veganism with non-vegans. There's no need to "preach" about the virtues of veganism, especially while people are eating, which can lead to defensiveness. Rather than going out of your way to tell people about veganism, let them come to you – people are almost always curious, so will ask you questions. Do a bit of research on the reasons for becoming vegan, so you can reply with logical, informative answers that get people thinking.

2 VEGAN SHIRTS

You can get the word out about veganism simply by what you wear. This can include vegan themed clothes, stickers, badges, etc. Such items get people thinking and talking about veganism, which is obviously a positive thing. Even getting the word 'vegan' out there helps to normalise and mainstream the term.

3 VEGAN 'LITTER'

Always carry vegan literature with you. It is quite easy to have a few of your favourite pro-vegan brochures in your purse, backpack, or glove box. Leave them in veterinarian's offices, gyms, public spaces on campus or at work, etc.

4 VEGAN ONLINE POSTS

By regularly posting articles, videos, or comments promoting veganism on networking tools such as Facebook and Twitter, you can access a large network of friends and friends of friends.

5 VEGAN NEWS

The letters to the editor section is one of the most read sections of the newspaper, so it is a great place to promote veganism. Animal issues are often popular with newspapers and magazines, and the uniqueness of a vegan message is also useful for getting printed. If you don't have any luck getting your letter published with one publication, simply send it to another.

6 VEGAN FOOD

Bring a delicious vegan dish to company, group, or family get togethers. Let everyone know the food is vegan. If the crowd is not likely to be open to the idea of vegan dining, don't mention that the dish is vegan until after they've enjoyed it.

7 VEGAN ORGANISATIONS

There are so many ways you can promote veganism as an individual, but if you join with others, even more can be achieved. If you'd like to join or find out more about ARA's Get Active list, contact info@ara.org.au. Those who join the Get Active list receive an email every time there is a chance to get involved with ARA.

FIND OUT MORE

For more information on vegan activism, including vegan activist and social groups in Perth, go to: www.veganperth.org.au For more information on veganism and animal rights, visit the Animal Rights Advocates website: www.ara.org.au or email info@ara.org.au. The information in this pamphlet is based on the article 'Vegan Advocacy for Introverts' by Corey Wrenn.

You can view this article online at:

www.examiner.com/vegan-in-roanoke/vegan-advocacy-for-introverts

