“My short-term goal is the abolition of nuclear weapons, and my long-term goal is the abolition of war”
The situation is grim; the way things are moving is bound to lead to catastrophe. If there is a way out, even if seemingly unrealistic, it is our duty to pursue it. … If we can bring to the notice of the general public the grave dangers inherent in the continuation of current policies, at the same time pointing out the long-term merits of policies based on equity and morality, we may succeed in putting the nuclear issue back on the agenda of public concern.
A colossal effort will be required, a sustained collective campaign by IPPNW, PSR, plus Pugwash, INES and other kindred organizations. I hope that this Congress will find the courage and the will to embark on this great task, to restore sanity in our policies, humanity in our actions, and a sense of belonging to the human race.
The essence of Jo’s proposal

• Pugwash should work to raise public awareness of
  – the dangers of current nuclear weapons policies
  – the merits of other approaches to achieving international security

• Pugwash should collaborate with other organisations in trying to achieve this
Halifax and Pugwash, Nova Scotia, Canada
17-21 July 2003

Public Forum
Friday, July 18, 2003
Ondajtee Auditorium, Dalhousie University, Halifax

The Nuclear Issue: Pugwash and the Bush Policies

by Sir Joseph Rotblat*
President Emeritus, Pugwash Conferences
“The task of influencing public opinion is far too big for an organization like Pugwash to undertake by itself. Collaboration with other organizations would be essential. This would go against our traditional modus vivendi; Pugwash has often been accused – perhaps justifiably – of being an exclusive club. But even if our mode of work has been justified in the past, I believe that the time has come to open up.”
“I am not advocating that Pugwash should become a mass movement; what I am suggesting is that we should be more willing to collaborate with other organizations in the sense of spearheading a large effort to provide information to the general public. Pugwash is a movement of scientists, but the job of the scientist is not only to do original research; education is an essential element of it. And this is in essence what I propose.”
What we started in the UK

The WMD Awareness Programme

A Safer 21st Century

- NO Weapons of Mass Destruction
- More sensible way to resolve conflict
- Dialogue not destruction
Where we started...

Salience of Nuclear Weapons Issues in UK Public Opinion

Combined total of responses mentioning "disarmament/nuclear weapons" to unprompted questions: 1/ What would you say is the most important issue facing Britain today? 2/ What do you see as other important issues facing Britain today?

Who is involved?

- Abolition 2000
- Acronym
- Atomic Mirror
- BASIC
- British Pugwash
- CND
- Greenpeace UK
- MEDACT
- Movement for the Abolition of War
- Oxford Research Group
- Pax Christi
- Quaker Peace and Social Witness
- Scientists for Global Responsibility
- Student/Young Pugwash UK
- United Nations Assocn
- VERTIC
- World Court Project
- Youth & Student CND
Overall aim

• To raise British public awareness of the grave dangers of present nuclear weapons policies

• To shift public perception towards the feasibility of a secure world free from the threat of nuclear weapons.
The first thing we did

• Commission research on public opinion to inform an effective media strategy

• Enabled us to:
  – indentify the most receptive and potentially influential target audiences
  – identify potentially useful ‘cross-over’ issues
  – avoid pitfalls

This is all in the Pugwash tradition of using state of the art professional knowledge.
Fig. 1  Relevant Contemporary Themes: Armed Conflict in 2004

Live Issues

- Britain as ‘Poodle’
- Honesty, accountability
- Commitments not to use against non-nuclear states
- Commitments to de-escalate
- Accidents
- Trident Upgrades
- Nuclear Power
- India vs Pakistan
- Corruption / sales of Nuclear information
- Star Wars
- Rogue States
- ‘Dirty Bombs’
- Nuclear weapons info / locations
- Non-First-Strike
- Battlefield weapons development
- WMD: threat from
- International institutions and treaties
- Access to information
- ‘Collateral damage’
- The power of the public
- The cost (£) of war
- War Against Terror Issues

Cross-over Issues
**The Frightened Sceptic**

**The Frightened Sceptic : relating Live Issues**

**War Against Terror Issues**

- Despair at Western Attitude
  - Lack of soul-searching or self-examination = tragic
  - WAT = highly risky at best
  - A multiplication effect on the world’s problems

- Not an area the Frightened Sceptic thinks about
  - Hoped it was ‘from the past’

**Cross-over Issues**

- Danger of New Nuclear creating more hostility
- Nation against Nation: not front of mind at the moment
- Some ambivalence about Cold War (‘it did work after all’)

**Quickly becomes a critical issue**

- ‘Frightened Sceptics’ shudder at idea of Nuclear weapons playing any active role in WAT

- Huge instinct not to look warlike, esp first strike
- Real worry about fudging nuclear and other WMD

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Nuclear Issues
Elements of the programme 1

- Periodic awareness raising events
  - Some VIP (Gorbachev, McNamara)
  - Relate to issues that will attract the media
  - Use existing platforms
    - Hay Book Festival
    - Glastonbury Music Festival
  - Target different audiences
  - Work locally
    - Birmingham Festival August 6th

Take advantage of opportunities that are there!
Elements of the programme 2

- Targeted articles and ‘adverts’ in the media
  - Op. eds
  - TV programmes (Bremner Bird & Fortune)
  - Competitions involving the website
- New Musical Express

These are inexpensive ways of getting targeted messages across
Elements of the programme 3

- Parliamentarians and opinion formers
  - Use visiting VIPs at Westminster/Downing Street
    - Gorbachev; McNamara
  - Launch reports in Parliament
    - The UK’s Trident system (MoD!)
  - Exploit opportunities in the system
    - Early Day motions
    - Mutually beneficial contacts
  - Party conferences

‘The system’ can be thirsty for good information
Elements of the programme 4

• An authoritative and attractive website
  – Gain a reputation for reliability and honesty
  – Link to educational programme

Use as a very effective publicity mechanism!
Elements of the programme 5

- Youth education programme
  - Curriculum development: Citizenship
  - Six lesson plans designed and trialled
    - Use cartoons, video, role play
  - Aim to launch with backup support
  - Relates to recommendations of the UN Study on Disarmament and Non-Proliferation Education

One of Jo’s priorities was young people
What does it cost?

• Core funding of about £45,000 per year
  – One full time coordinator
  – 0.5 day per week web master
  – Basic office costs
• Additional funding for specific events/items
• Shared funding with other organisations
  – Aim to be mutually beneficial – Hay Festival
Where we started…

**Salience of Nuclear Weapons Issues in UK Public Opinion**

Combined total of responses mentioning "disarmament/nuclear weapons" to unprompted questions: 1/ What would you say is the most important issue facing Britain today? 2/ What do you see as other important issues facing Britain today?

Where are we now?
Recent Greenpeace Opinion Polling 1

- 46% (*54%) of the UK public oppose our developing a new nuclear weapons system to replace Trident
- 44% (*33%) support such a development

*when informed of the cost
Where are we now?
Recent Greenpeace Opinion Polling 2

• British public support for nuclear weapons has declined markedly since the Cold War:
  – 87% oppose using the bomb against a non-possessor of nuclear weapons
  – 77% oppose using it against a possessor state that is not using it
  – 55% oppose using it in retaliation even if attacked by a nuclear weapon
Current situation of the project

• Renewed core funding plus for 2006-07
  – £100,000 for two years
  – Includes funds for revisiting earlier research
  – 'Trustees have been encouraged by the work of the programme over the past year. ... they are very supportive of the experimental and ambitious approach that is genuinely seeking to reach new audiences. They see this kind of approach as absolutely crucial if there is to be any prospect of raising public and political awareness on these issues.'
Plans for 2006 include

• Reassessment of current public opinion and its implications for our strategy
• An inter-faith seminar
• Hay Festival again
  – The Joseph Rotblat Memorial Lecture
• Edinburgh Festival Fringe
• British Association Festival of Science
  – 10th Anniversary of the CTBT
• Citizens’ NPT meeting
• Cross-professions meeting on the future of the UK’s nuclear weapons policies
• Continue to target Trident renewal (Beyond Trident)
• Helping to internationalise the programme