



Community Organizing “Choosing a Good Issue Campaign”

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Overall Goal for today's training

Understand how to effectively choose an issue that is strategic and builds your group's power



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What is community organizing?

Impacted groups drawing on their collective power to defend or plea for a cause- that matters to them.

Having a strategy for long-term, sustainable organizing - gives us more chances win -challenge power imbalances.

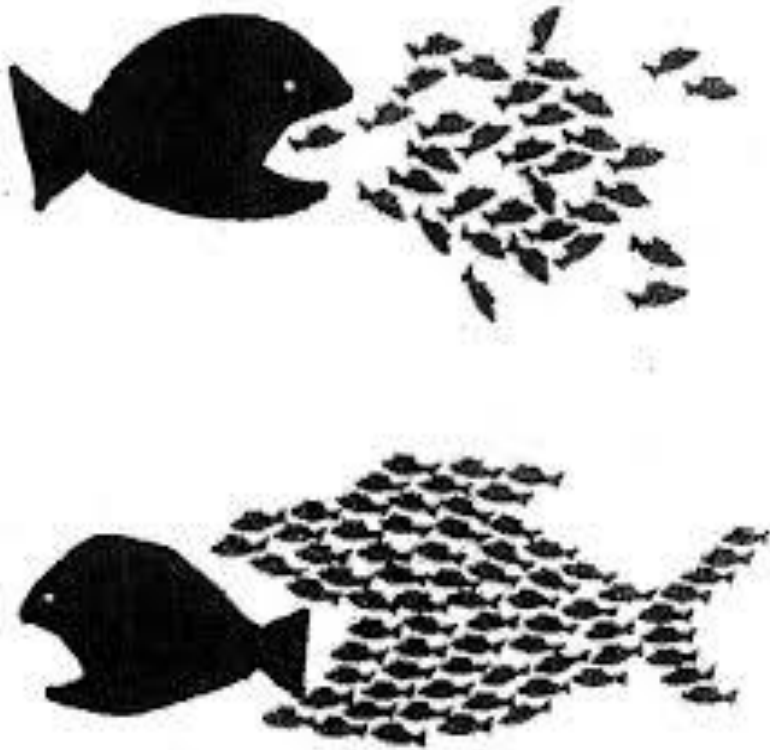


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SOME ARE BORN WITH POWER....



Others, who might not have as much power, need to come together to build collective power in order to make things happen.

This is organizing !

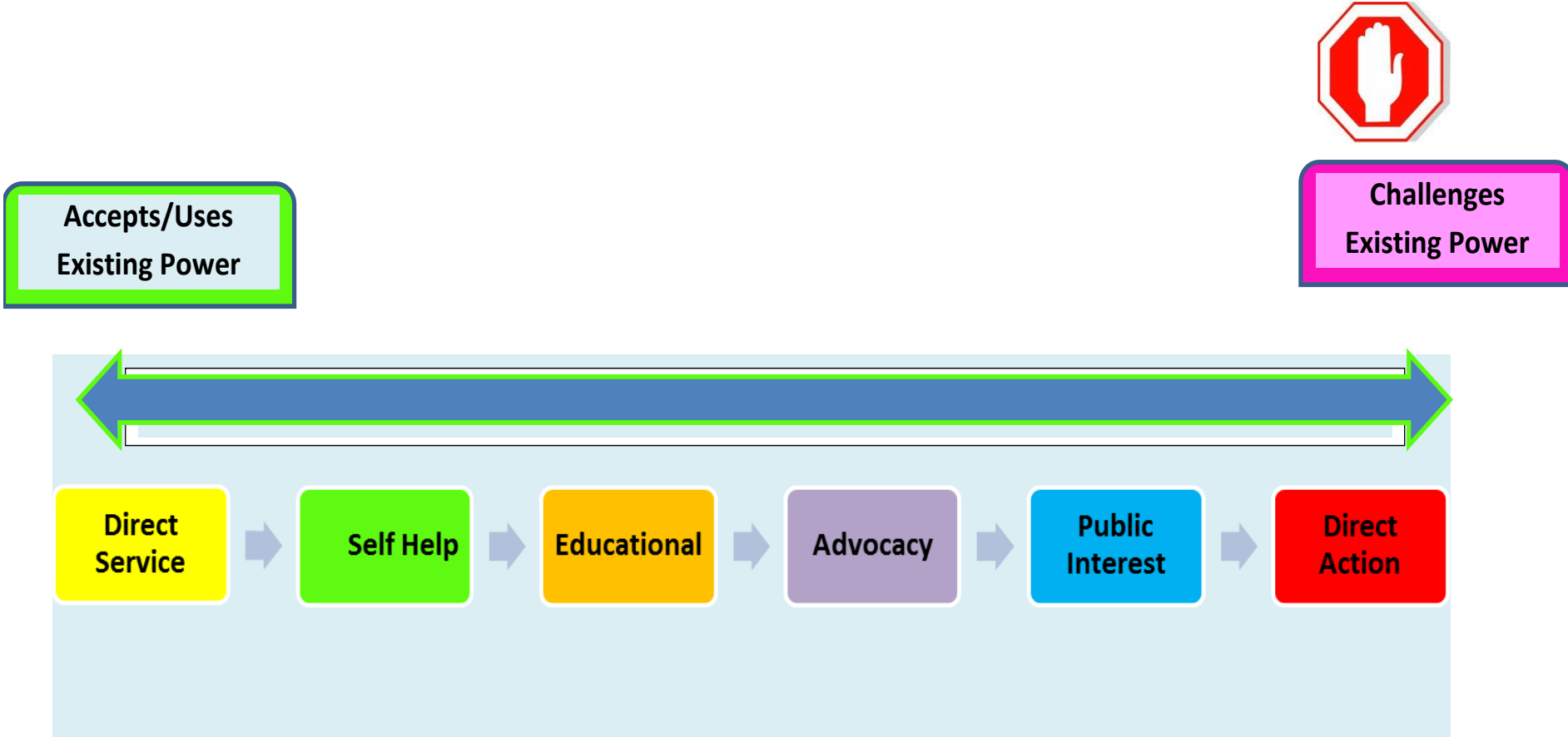


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FORMS OF COMMUNITY ORGANIZING



Three Core (3) Principles Of Community Organizing



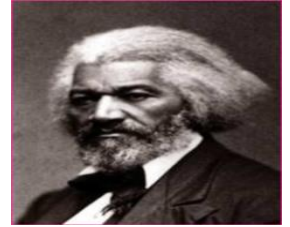
Real Improvements In
Peoples Lives

Give People A Sense
Of Their Own Power

Alter The Relations
Of Power

- When we campaign
- When we organize
- When we speak out

“Power concedes nothing without a demand” - Frederick Douglas



- ❖ It's about changing SYSTEMS and INSTITUTIONS
- ❖ Making things better for everyone, not just one person,
- ❖ Change comes about by fixing broken systems.



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Problems vs. Issues

A PROBLEM is an area of concern

PROBLEM: HIV Criminalization Laws: Increase stigma. Hinder HIV prevention efforts. Contradict public health messages and are not based on current understandings of HIV transmission

PROBLEM: The National HIV/AIDS Strategy does not explicitly commit to any outcomes for the trans* community

The ISSUE is the Solution to the problem

ISSUE: Uphold human rights for all: Support Senate Bill 1790; Ensure human rights are upheld when prosecutions occur. Eliminate HIV exposure and transmission laws: Alleviate barriers to HIV disclosure: Engage the community in reviewing HIV laws and their enforcement.

ISSUE: We demand ONAP release an amendment to the Strategy with an indicator for trans* women



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But so much is broken... what a mess!



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Choosing a Good Issue

1. Result in a real and worthwhile improvement in people's lives.
2. Give people a sense of their own power.
3. Alter the relations of power.
4. Be winnable.
5. Be widely felt.
6. Be deeply felt.
7. Be easy to understand.
8. Have a clear target.
9. Have a clear time frame that works for you.
10. Be non-divisive.
11. Build leadership.
12. Set your organization up for the next campaign.
13. Build sustainability of your organization or project
14. Be consistent with your values and vision.
15. Need your group to win the issue.
16. Not require your group to become a permanent service provider.





Vision & Values

- Clear values and principles are important
- The issues we choose to work on must reflect our values and our vision for an improved society.
- We can also show that bad HIV policies fit into a larger context; generally reflecting racist, sexist, transphobic and homophobic beliefs that need to be changed





Widely Felt

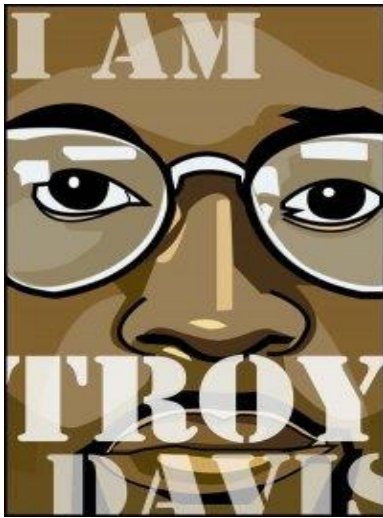
- *Many people must feel that this is a real problem and must agree with the solution. It is not enough that a few people feel strongly about it. **Widely felt means a lot of people care a little bit about the issue***





Deeply Felt

- People must not only agree, but **must feel strongly enough to do something about it.** It's not enough that many people agree about the issue if some don't feel very strongly about it. *Deeply felt means a few people care a lot about it.*



AIDS 2012





Easy to Understand

- It's best to have an issue that is visible, and that you don't have to convince people that the problem exists and your solution is a good one. In general, having a short and clear explanation of the problem will help, even if it is complex and difficult.
- ***You should be able to explain the issue in 30 seconds or less.***





Clear Target

- **The target is the person who can give you what you want.** If you can't figure out who this is, you may not have a good issue. Targets are not institutions or groups – city hall, for example, is a building, not a target.
- **Targets are always people – the person who has the power to make the decision you want made.**





Be Winnable



- The issue must not be so large that the organization is overwhelmed. Members must be able to see from the start that there is a good chance of winning,
- **You may need to form a coalition or join an existing effort if it is too big to win on your own**





Need your group to win

Your constituency should have something to clearly contribute to this issue/campaign – you should be filling a gap.





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Not require your group to become a permanent service provider.

- That is a tactic the other side may use to avoid taking your recommendations or giving you what you are asking for .
- They will try putting your group to work -providing services.
- Remember you are an advocacy group ... not direct service agency.
- Advocacy is about changing systems and institutions so we fix the problem at its source



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Be non-divisive

- Avoid issues that divide your members or constituency.
 - Examples
 - “We need HIV prevention for prisoners so they won’t bring AIDS back to our community”
 - “We should lock up HIV-positive crystal meth users so they don’t infect others.”
- Beware of organizational funding battles and divisive community planning processes





Time

- An issue campaign has a beginning, middle, and end. You should have an idea of approximately when those points will be, and make sure they work with both internal and external time factors. (For example: elections, holidays, etc.)
- A good questions to ask is: Can we work on this issue for a year or more, so people can get to know the issue and build skills and leadership, while still having short-term goals and victories along the way?





Results

- Results = real and worthwhile improvement in people's lives
- If you can see and feel the improvement, then you can be sure it has been actually won. The group must agree together on what an improvement means, and whose lives will be affected.
- Members should feel that they are fighting for something they feel good about, and something that's worth the effort. **People should want to become members of the group to work on it.**

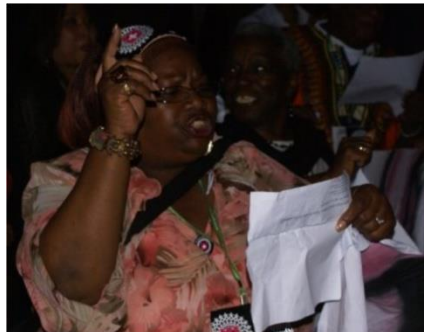




Build Leadership

Your campaign should have many roles that people can play.

Examples: How will your campaign help build the leadership of women with HIV, of younger people, of trans* people of color, and of people with less formal education?





People Power

- Your members should come away from the campaign feeling that the **victory was won by them**. This builds both group cohesion and loyalty and the confidence to take on bigger issues.
- This requires involving your constituency meaningfully from start to finish.





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Build sustainability of your project or organization

- How does this campaign lead to long term sustainability?
\$, base, allies?



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Alter Power Relations

- Most importantly, altering the relations of power means your constituency becomes more powerful and your opponents become less powerful.
- As you demonstrate a new base of power, you can affect how important decisions are made.
- This can help your community and allies have long-term impact on issues that affect their lives.



Examples – Using the Checklist

Ending HIV criminalization	Women Centered care	Economic Justice	Is/Will the Issue
			Widely/deeply felt?
			Result in improvements
			Give members a sense of power
			Alter relations of power
			Winnable
			Widely Felt
			Deeply felt
			Easy to Understand
			Have a clear target
			Have a clear time frame
			Non-Divisive
			Build Leadership
			Next Campaign?
			Build our sustainability
			Values & vision
			Permanent service provider

Check list for Choosing a Good Issue

Support passing House Bill 1843 & Senate Bill 1790	Greater Access to FC2	Ban the Box –on job applications that ask about felonies	Will the Issue
Criminalization	Prevention Justice Women-Centered Care	Economic Justice Prevention Justice	PWN Priority Area?
			Result in improvements
			Give members a sense of power
			Alter relations of power
			Winnable
			Widely Felt
			Deeply felt
			Easy to Understand
			Have a clear target
			Have a clear time frame
			Non-Divisive
			Build Leadership
			Next Campaign?
			Raise Money
			Values & vision
			Not make you a Permanent service provider
Total = 16	Total = 21	Total = 9	

Some examples of recent strategies and campaigns



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Riders Against Gender Exclusion- **RAGE**

IF YOU'RE OUT IN PUBLIC AND YOU CAN'T FIGURE OUT A STRANGER'S GENDER, FOLLOW THESE STEPS:

1. DON'T WORRY ABOUT IT.

CREDIT: @EMOPRETEEN TWITTER

THE
TRANS*
CENDING
GENDER
PROJECT



- After a three year grassroots campaign by [Riders Against Gender Exclusion](#) (RAGE) the Southeastern Pennsylvania Transit Authority (SEPTA) announced that they will [stop using gender stickers on all monthly transit passes](#). After collecting thousands of signatures, RAGE met with SEPTA General Manager Joe Casey. Though he initially agreed to remove the stickers when a new fare system was implemented, the project was put on hold several times. RAGE held several actions including a drag show at City Hall Station and collecting stories of discrimination.
- The stickers, which have been in place since the 1980s, were originally an attempt to prevent heterosexual couples from sharing passes. However, they have long made travel difficult for those whose gender expression does not match the gender marker on their pass.



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CIVIL SOCIETY MONITORING:



Civil Society Monitoring of laws and policies is an important aspect of the human rights principles of Accountability and Participation.

- The process by which non-governmental entities monitor government progress towards achieving goals.
- Involves identifying areas and issues of concern for affected groups and analyzing laws and policies accordingly.
- Can involve impacted communities, community advocates, coalitions, advocacy groups.



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GENDER MONITORING



- Gender Monitoring to ensure that existing, or new laws and policies meet the needs of and do not discriminate against women and transgender people

Strategy: Create a “Report Card” to articulate concerns and mobilize community



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GENDER MONITORING REPORT CARD

GRADE	AREA OF CONCERN FOR WOMEN LIVING WITH AND AFFECTED BY HIV
	Law and Policy Review
B	Because the U.S. National HIV/AIDS Strategy makes great strides in addressing the rights and dignity of people living with HIV overall, but little mention of improving enforcement and education about laws and policies that disproportionately affect women, in Law & Policy for women living with and affected by HIV, the Strategy receives a B.
	Data Collection & Risk Assessment
C	Because the U.S. National HIV/AIDS Strategy articulates the need for targeted surveillance to better track and describe the HIV epidemic, but does not address the need to disaggregate data based on gender identity and makes no suggestion to better track social and structural determinants of women's vulnerability to acquiring HIV independently of personal risk behavior in Data Collection and Risk Assessment for women living with and affected by HIV, the Strategy receives a C.
	Meaningful Involvement of HIV-positive Women
C+	Because the U.S. National HIV/AIDS Strategy calls for increased leadership of people living with HIV as a mechanism to reduce stigma and discrimination, but does not describe mechanisms to build capacity to promote leadership among people living with HIV reflective of the epidemic, in Meaningful Involvement of HIV-positive Women, the Strategy receives a C+.
	Women Centered Service Delivery
C+	Because the National HIV/AIDS Strategy for the United States identifies the unique structural factors that lead to increased vulnerability of women in the HIV epidemic, reinforces the right of all HIV-positive people to voluntary, informed, and respectful HIV care and treatment but does not provide concrete recommendations for the integration of women-centered services such as sexual and reproductive healthcare into HIV care and treatment, in Women-Centered Service Delivery for women living with and affected by HIV, the Strategy receives a C+.
	Resource Equity



Result

PWN-USA Salutes Progress and Identifies Opportunities for Women in the New National HIV/AIDS Strategy



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Positively Trans Meets at White House, Advocates for Inclusion and Leadership of Trans* Community in HIV Policy



Tiommi (right) and Arianna Lint (left) at White House, Feb. 10, 2016

by Tiommi Jenae Lockett

Going to the White House was truly something I never had on my radar to do for personal reasons. However, that was years ago when I felt that way. So fast forward and I was invited to participate in a roundtable discussion with members of the Office of National AIDS Policy (ONAP), the Health Resources and Services Administration (HRSA), Centers for Disease Control (CDC) and representatives from other agencies, alongside several phenomenal trans women and trans men who are recognized as experts.





**Advocacy is the
RESPONSIBILITY of everyone
who lives in a *democracy*...**

To engage policymakers, the media, and other citizens in well-structured discussions about issues that affect the public.



**“OUR LIVES BEGIN TO END
THE DAY WE BECOME SILENT
ABOUT THINGS
THAT MATTER.”
-MARTIN LUTHER KING JR.**



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Thank you

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