



POSITIVE WOMEN'S NETWORK USA

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Building & Mapping Campaigns Using Strategy Charts

Presenter

Waheedah Shabazz-El

Regional Organizing Director
Positive Women's Network - USA



Webinar Goals

1. Participants will gain a better understanding of PWN-USA Policy Agenda
2. Participants will understand how to utilize PWN-USA Fact Sheets and other resources in campaign development
3. Participants will learn to map and plan campaigns utilizing a strategy chart



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PWN-USA STRATEGIES



1. Eliminate Stigma
2. Build Leadership
3. Mobilize Advocates
4. Change Policy







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PWN-USA Policy Agenda



-  Ending HIV Criminalization Laws
-  Achieving Economic Justice
-  Securing Women-Centered Care
-  Promoting HIV Prevention Justice
-  Achieving Reproductive Justice for WLHIV
-  Ending Violence Against WLHIV and Addressing Trauma



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Our METHODS for Changing Policy

Method(definition): a careful or organized plan that controls the way something is done

- A. Identify key issues affecting women with HIV
- B. Ensure meaningful participation of women living with HIV in discussion of those issues
- C. Conducts original community-based research to inform advocacy
- D. Make recommendations based on lived experiences of women with HIV.



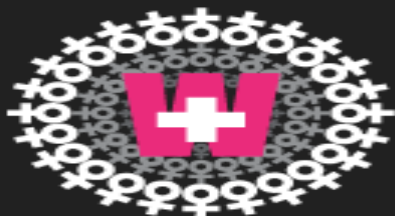
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Fact Sheets: a helpful resource

- **A fact sheet** is an easy to understand presentation of data, generally 1-2 pages.
- Fact sheets are available as printable documents and can be handed out at community events, public meetings, and meetings of governing bodies like the city commission.
- Regional chapters and members can use fact sheets to develop talking points and to think about planning campaigns.
- **Available at:**
<http://www.pwn-usa.org/policy-agenda/>



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PWN-USA Fact Sheets

- Identify a specific problem and the impact it has on women living with HIV.
- Frame why it is a priority for women living with HIV
- Provide recommendations for policy change.



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We have all we need:
We are who we have been waiting for.



<http://www.pwn-usa.org/policy-agenda/>

Fact Sheet

Strategy Chart for Campaign Planning



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Strategy Chart for Campaign Planning

Goals	Organizational Considerations	Constituents, Allies/Opponents	Targets	Media/Communications	Tactics
<p>1. List the long-term objectives of your campaign. In the end what do you want?</p> <p>2. State the intermediate goals for the issue campaign. What constitutes a win for you?</p> <p>How long will the campaign run?</p> <p>3. What short-term or partial victories can you win as steps toward your long-term goal?</p>	<p>1. List the resources that you or your organization brings: Include: money, number of staff, facilities, reputation, etc.</p> <p>-What is the budget, including in-kind contributions, for this campaign?</p> <p>2. List the specific ways in which you want your organization to be strengthened by this campaign:</p> <p>3. List internal goals for the group.</p> <p>*Expand leadership groups.</p> <p>-Increase experience of existing leadership.</p> <p>-Build a membership base. Expand into new constituencies. -Raise more money.</p>	<p>1. Who cares about the issues enough to join in or help the organization?</p> <p>Whose problem is it?</p> <p>What do they gain if they win?</p> <p>What risks are they taking?</p> <p>What power do they have over the target?</p> <p>2. Who are your opponents?</p> <p>-What will your victory cost them?</p> <p>-What will they do/spend to oppose you?</p> <p>-How strong are they?</p>	<p>1. Primary targets</p> <p>A primary target is always a person. It is never an institution or elected body.</p> <ul style="list-style-type: none"> Who has the power to give you what you want? What power do you have over them? <p>2. Secondary targets</p> <ul style="list-style-type: none"> Who has the power over the people with the power to give you what you want? What power do you have over them? 	<p>Plan your Media Communications along with your strategy. Not afterwards</p>	<p>1. For each target, list the tactics that each constituent group can best use to make its power felt.</p> <p>Tactics must be:</p> <ul style="list-style-type: none"> In context. Flexible and creative. Directed at a specific target. Make sense to the membership. Be backed up by a specific form of power. <p>Tactics include:</p> <ul style="list-style-type: none"> Media events. Actions for information and demands. Public hearings. Strikes. Voter registration and voter education. Lawsuits. Accountability sessions. Elections. Negotiations.



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Sample goal:

End HIV Criminalization in my state

- Long Term:
 - In 2-3 years: repeal HIV criminalization laws in the state
- Mid term:
 - In 1 year: build coalition of supporters to X, engage stakeholders XYZ, educate ABC
- Short Term:
 - In 2 months: assess the laws and impact of the laws, determine who needs to be at the table, define stakeholders and make a plan to target them.

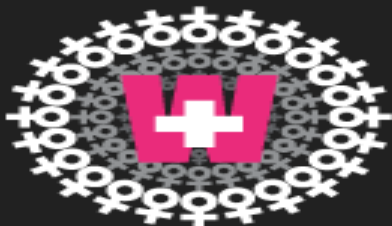


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Organizational Considerations

- Take an inventory of your group's resources:
 - What expertise do you have?
What will you need that you don't have?
 - Who will work on this?
- How will this campaign strengthen the chapter?
 - What relationships will be built?
 - Who will be involved?
 - How will chapter members develop skills in this process?
- Consider both internal and external goals



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Defining Constituent, Allies & Opponents

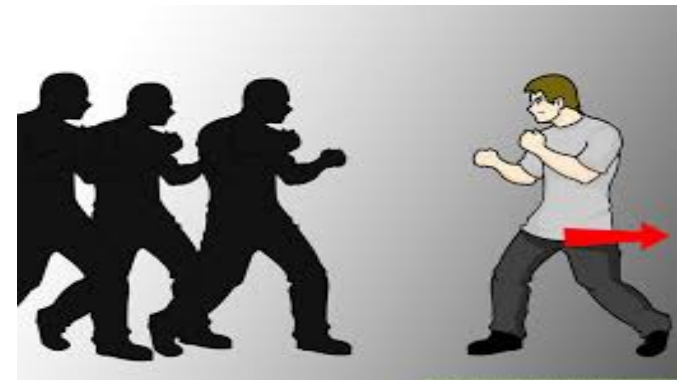
Constituents:
PLHIV

Possible allies:

- Family Members
- Law centers
- Women's Health groups
- Repro rights groups
- LGBT Groups
- Students
- Medical Providers
- Public Defenders

Possible opponents

- Judges
- District Attorneys
- Service providers
- Faith groups
- PLHIV
- Law Enforcement



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Targets



- Your Primary Target is always a **person**
- Never an institution or an elected body
- **A person** who has the power to give you what you want
 - Who has the power to give you what you want?
 - What power do we have over them?
- **Your Secondary Target** is a person who has power over the person who has the power to give you what you want

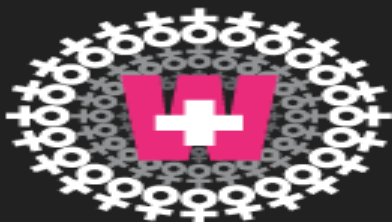


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Media- Communications Strategy

- Planning your media communications along with your strategy
- Not afterwards



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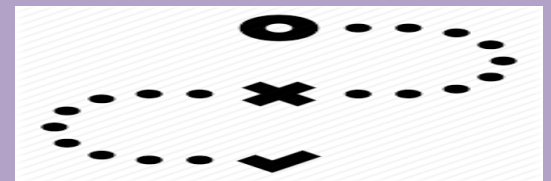
Tactics = Components of a strategy

- **Tactics must be:**

- In content – with what you are asking for
- Flexible and Creative
- Directed at a specific Target
- Make sense to the membership
- Be backed up by a specific form of power

- **Tactics include:**

- Media events
- Public hearings
- Rallies with visuals
- Actions for information & demands
- Voter education & registration
- Litigation
- Accountability sessions
- Elections
- Negotiations



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PWN- Issue Campaign---End HIV criminalization

Goals	Organizational Considerations	Constituents , Allies * Opponents	Target(s)	Media Strategy	Tactics
<p>Long Term--- --* - -- Repeal HIV criminalization Laws in our state -Develop toolkit and or a basic Curriculum on the harmful effects of HIV criminalization</p> <p>Mid Term: -Meet with top city & state officials -Introduce anti HIV presentations at the local, city and state levels. -local ASO's CBO's, Universities, City Councils and State Reps -Abstract Proposals for local , state convening's</p> <p>Short Term: -Establish meeting time for campaign planning – educate chapter members on the harm - especially on women and their families.</p>	<p>Resources including -Meeting space, internet, phones, mailing address, printing</p> <p>Budget for this campaign including in kind donations</p> <p>Ways you wish to strengthen your organization -train the trainers -build leadership -curriculum development Visibility in the community -Logos -Proposals for Abstract sessions</p> <p>Internal Goals for your group -Recruit 4-5 new PWN members -build leadership - Collaborate with other groups</p>	<p>1. Who cares enough to join your campaign: -PLHIV -Their families & supporters -Support Groups -Medical Providers -Medical Students Public defenders Assc</p> <p>Who's problem is it Everyone's b/c the laws undermine Public health recommendations</p> <p>What do they gain if they win: -Freedom from Discrimination where the laws work as protections</p> <p>What risks are they taking: HIV-related Stigma</p> <p>What power do they have over the target; Voting Power</p> <p>2. Who will oppose you: -PLHIV -Judges -DA's</p>	<p>Primary Targets People living with HIV -District Attorney -City Council PA State Reps</p> <p>Secondary Targets -Attorney General Governor</p>	<p>Media and social media communications about your campaign</p> <p>-Social media -Mainstream media -Blogging -Public Speaking -Peer Education</p> <p>- Build a Media List - Press Conferences - Press Releases</p>	<p>List tactics that each constituent group can best use “to make its power felt”</p> <p>The Tactic MUST be in content with your demands and designed for a specific target/ decision maker</p> <p>Media events Public hearings Mobilization Rallies with visual Actions for information & demands Voter education & registration Law suits Accountability sessions Elections Negotiations Petitions Sign on Letters</p>

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Goals	Organizational Considerations	Constituents, Allies & Opponents	Targets/ decision makers	Media	Tactics
					

This is the 4th Regional Organizing Webinar in our 2016 Campaign Development Series

- Internalizing PWN Priorities through a Human Rights Lens
- **Who are Advocates?**
What is a Campaign?
Non-Disclosure - Not a Problem
- Choosing a Good Campaign Issue
- Building & Mapping Campaigns Using a Strategy Chart

Providing tools your group can use to develop and lead local and statewide campaigns resulting in real improvements in the lives of women living with HIV



<http://www.pwn-usa.org/get-involved/pwn-usa-webinars/>



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Upcoming Webinars –Save the Date

- Value Based Messaging,
May 25 , 2016 – Time TBD

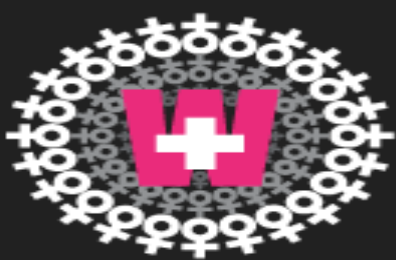


- Pre-Register for automatic reminders
- View Webinars with other women who may not have access to or understand the technology
- Review Webinar Materials with your local chapter members ... as a priority



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tw: @uspwn ~ #pwnspeaks

THANK YOU!

WAHEEDAH SHABAZZ-EL

REGIONAL ORGANIZING DIRECTOR

POSITIVE WOMEN'S NETWORK - USA

WAHEEDAH.WORK@GMAIL.COM

(267) 575-2175



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