

# Who are Advocates? What is a Campaign?

*Non-Disclosure - Not a Problem*

Waheedah Shabazz-El  
Positive Women's Network-USA  
Regional Organizing Director



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Goals for Today's Webinar:

1. Understand what advocacy is and why it is needed
2. Understand how organizing can build power and make change
3. Understand opportunities to be involved in advocacy at any place on spectrum of disclosure
4. Discuss real life case studies where advocacy resulted in actual change in people's lives



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# What is Advocacy?



- Activities that lead to a selected goal.
- One of many possible strategies, or ways to approach a problem.
- Does not necessarily involve confrontation or conflict.
- A legitimate part of the public process



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# What do Advocates Do?

Individuals or groups that plead, promote or defend the cause of another; specifically before a committee, board, court, panel or at a hearing.

**Advocates** work for the things that matter to their communities.



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Also known as:

- Champions
- Fighters
- Supporters
- Crusaders
- Upholders
- Promoters
- Campaigners
- Backers
- Spokespersons
- Game Changers



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

**Advocacy does not necessarily involve confrontation or conflict**

**There are a number of ways to use your voice**



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)



**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.**

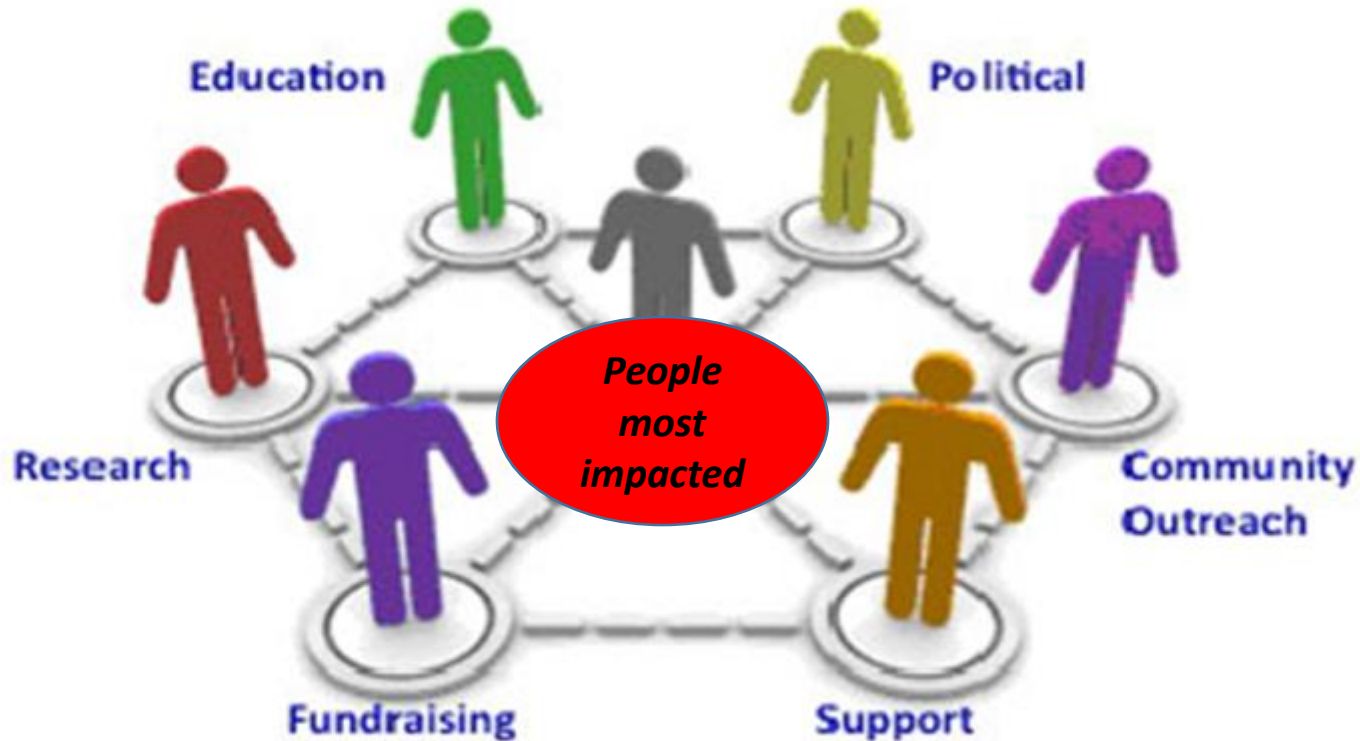


**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# What's involved in Advocacy?



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)





**Has non- disclosure of your HIV status interfered with you exercising your ability to be a game changer?**



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Women can be powerful advocates anywhere on the spectrum of HIV disclosure



**POSITIVE WOMEN'S NETWORK USA**

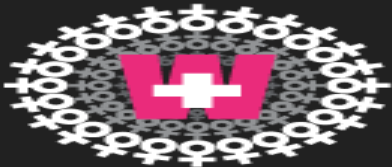
*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)



**Women can be powerful advocates  
anywhere on the spectrum of HIV disclosure.**

❖ **Privacy of your own home**



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Even without Disclosing your HIV Status

• **You can still come out swinging! Join the fight!**



- Research an issue
- Design a website
- Make a flier & email flier out
- Make calls to decision makers
- Participate on conference calls
- Educate yourselves on webinars
- Make a pot of coffee
- Call and text other women
- Brain power help strategize campaigns
- Table at events
- Help raise money
- Start a blog - anonymously
- Help with press work
- Let us use your copier
- Wear a button
- Write letters to the newspaper or online editor
- Host a meeting
- Support the women on the front line



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

In Advocacy there is a place for all of us.



Sisterhood.



# HIV is Preventable – only in an “Ideal World”

WHEN WE TAKE ON THE ENTIRE BLAME OF  
CONTRACTING HIV--  
WE LET OUR DECISION MAKERS OFF THE HOOK.



**POSITIVE WOMEN'S NETWORK USA**

Sisterhood · Solidarity · Action

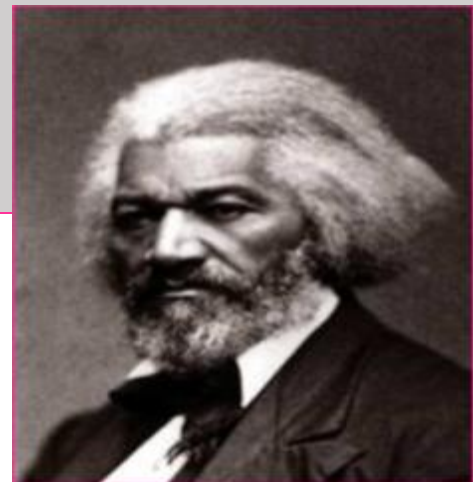
[www.pwn-usa.org](http://www.pwn-usa.org)

*Why Campaign?*

*Why Organize?*

*Why Speak Out?*

**“Power concedes nothing  
without a demand”** - Frederick Douglas



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



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



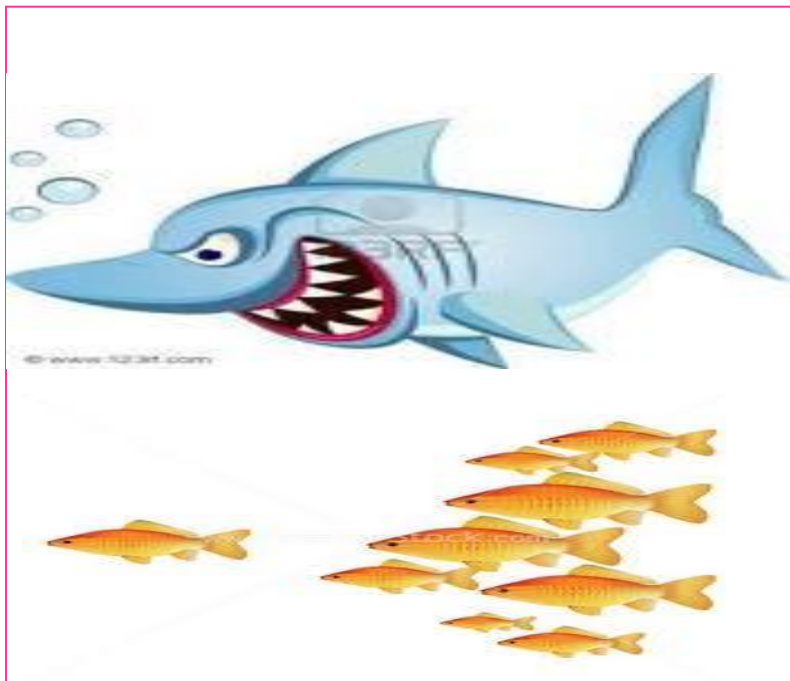
**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)



# SOME ARE BORN WITH POWER....



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

**More chances to win campaigns!**



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)



- Not just planning an action, but developing the capacity of your organization to win campaigns by developing the skills of its members.

- ❖ Webinars
- ❖ Create talking Points
- ❖ Work group
- ❖ Outreach materials
- ❖ In person trainings
- ❖ E-Blast
- ❖ National Summits




**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# What is a Campaign?

- A working definition of campaign is an **organized course of action to achieve a particular goal.\*\***
- What drives a campaign is your “Theory of Change” :  If/Then
- Your “Theory of Change” describes your expected outcomes if you take a particular course of action.



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Theory of Change Statement

## If / Then ...



- **IF** we organize in our communities & surrounding counties around the same issue (stigma in a health setting)
- **THEN** over time we will generate the political strength and will necessary to overpower the opposition and marshal in strong applicable policies that (enforces HIV sensitivity trainings for ALL healthcare personal in our state), fit the realities of our lives.



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Group Homework Assignment

Fill in the blanks- Things to consider when developing your theory of change:

1. What do we want to see changed?
2. Who has the \_\_\_\_\_ to create that change we want?
3. What \_\_\_\_\_ do we want to see come about?
4. What \_\_\_\_\_ do we have- that they want or need?
5. A **problem** is an identified area of \_\_\_\_\_.
6. An **issue** is the collective \_\_\_\_\_ to your identified problem.
7. PWN-USA **supports** the development of \_\_\_\_\_-based campaigns



**POSITIVE WOMEN'S NETWORK USA**

Sisterhood · Solidarity · Action

[www.pwn-usa.org](http://www.pwn-usa.org)

# Steps to building campaigns

- **Identify** a local problem that deeply matters to your group.
- **Research** how that problem links to people in other surrounding areas - research can take the form of searching the internet, talking to other leaders, interviewing other women living with HIV, creating surveys, follow the newspapers, radio and TV shows.
- Together your local & county allies **strategize** to find a goal (solution) that is appropriate to eliminate the problem.



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

**P**roblem: Stigma & discrimination in healthcare settings

**S**olution: Eliminating stigma will bring about better health outcomes, increase HIV testing and promote good public health policies.

**A**sk: Require all healthcare workers to receive sensitivity training with direct input from those most impacted.

Many Messengers.

**One Message.**



Eliminating stigma in healthcare settings promotes good community health. When people with HIV are treated with dignity they are more likely to keep appointments & adhere to their doctors recommendations. That leads to better health outcomes.

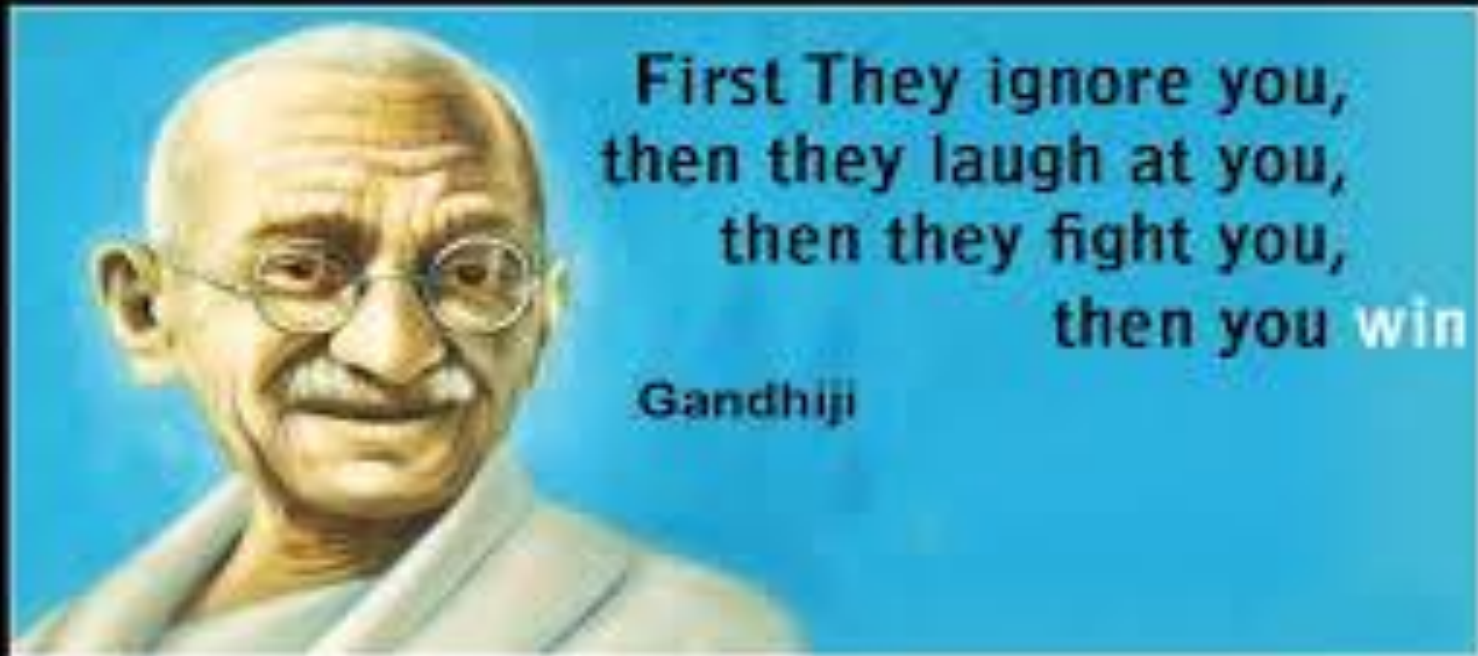


**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

Advocates engage & inspire as many people as possible, making it impossible for the decision-makers to ignore us.



[QuotesPick.com](http://QuotesPick.com)



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood - Solidarity - Action*

[www.pwn-usa.org](http://www.pwn-usa.org)



# *What's required in order to Win*

- Strong organizational belief of purpose.
- Built in values that support mentorship & leadership development.
- Researching your Issue to identify what fills the gaps.
- Develop ongoing relationships with intersectional groups with common threads who have a shared history of struggle. (ethnic groups, LGBTQ groups, repro rights, labor unions)
- Research about who holds the power, what institutions make decisions
- Use- -the- Media (social media, internet, college radio)
- Keeping pressure on Decision Makers

**Whether running a local, *statewide*, or national *campaign*, local organizing is integral to a *campaign's* success**



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Advocacy is exciting work- Make it Fun!

**Feeling the pleasure of fighting the good fight, and  
sometimes, the thrill of victory!**



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood - Solidarity - Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

Advocating for what you believe in is crucial – if you don't ask for it, people assume you don't need it!

Advocacy Works!

When life gives you lemons, take them. Free shit is cool.



your e cards  
someecards.com




Disclosure or non-disclosure – not a problem – Advocacy has a place for all of us



**POSITIVE WOMEN'S NETWORK USA**

Sisterhood · Solidarity · Action

[www.pwn-usa.org](http://www.pwn-usa.org)



Let's take a look at some local,  
state & federal campaigns  
which PWN-USA have  
supported, organized or  
influenced.



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Women with a Vision:

Statewide Campaign to change archaic discriminatory laws

“Women With a Vision held a press conference with allied organizations at the New Orleans Federal Courthouse and a telephone press briefing this morning”



**Crime Against Nature conviction?**  
you may not have to register as a  
sex offender anymore...

Are you currently required to register as a sex offender for a crime against nature conviction? If so, the law has changed and you may no longer be required to register as a sex offender.

In order to be relieved of your registration requirement, the new law requires certain things. Find out more on the new law and how to file a Motion in court to get you off the sex offender registry permanently.

**More than 130  
people have  
successfully  
been removed  
from the  
registry list!**

To see if you qualify and for more information:  
Kim Elmer  
Orleans Public Defender  
504-827-8174



**POSITIVE WOMEN'S NETWORK USA**

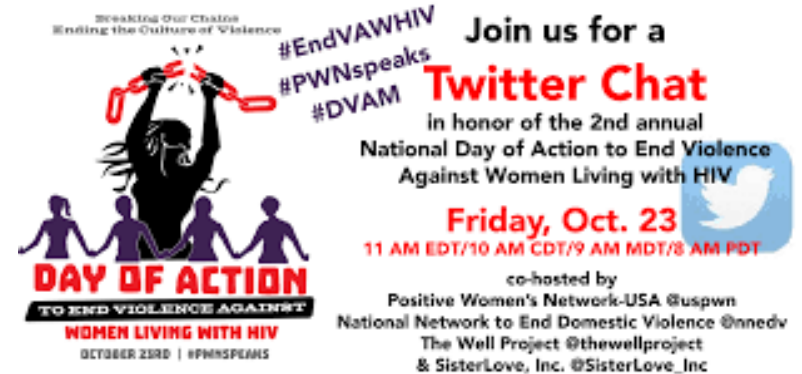
*Sisterhood - Solidarity - Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# PWN-USA

## National Day of Action to End Violence

1. Led by women living with HIV and those who love and support us
2. **Calling for Trauma Informed Care**
3. Intake assessments to include delving into past trauma
4. Refer and treat accordingly



Regions mobilized by

- ✦ Holding attention getting local events
- ✦ Collecting organizational endorsers
- ✦ Conducting web-based presentations
- ✦ Creating a social media toolkit
- ✦ Hosting an online event,
- ✦ Participating in flash blogs and Thunder Clap



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# End Women's HIV-Related Health Disparities: Making HIV Prevention, Care and Treatment Work for Women



❖ The 30 for 30 Campaign was founded by a diverse and far-reaching group of organizations from every region of the United States.

Following outcry from advocates and ongoing pressure from women-focused groups, including **PWN-USA** and the *30 for 30 Campaign*, President Obama formed the Working Group on the Intersection of HIV/AIDS, Violence against Women and Girls, and Gender-Related Health Disparities.



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# PWN Colorado: Game Changing Advocacy

- **De-Criminalization of HIV including writing statewide legislation to repeal all (3) of the criminal codes that target PLHIV.**
- Moving on legislation around state ID ensuring it matches gender identity
- Call for GIPA at state health department
- Compassion Campaign to End Stigma-“If I were HIV + I’d still be me”





**HIV**  
**IS NOT A CRIME II**  
*NATIONAL TRAINING ACADEMY*  
MAY 17-20, 2016  
HUNTSVILLE, AL

- ✧ PWN-USA partners with the SERO-Project Announces 2016 Ending HIV Criminalization - Training Academy
- ✧ Second national conference to support repeal and modernization of laws criminalizing HIV non-disclosure, perceived or potential exposure and transmission, to be held in June 2016, Huntsville Alabama.



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Advocacy: A Place for All of Us

Women can be powerful advocates anywhere on the spectrum of HIV disclosure.

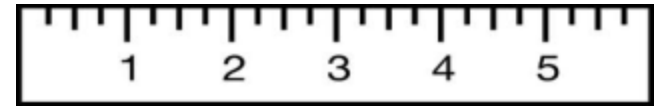


**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Measuring your wins



Keep the pressure on decision makers even if they don't budge at first.

\*The number of members you retain and number of new members that join your struggle ... **is a win!**

\* How people, organizations, and movements have been altered through our collective efforts.... **is a win!**

\* How many lives have we changed -- **is a win!**

\* How societal and political views have been shifted, as a result of our Advocacy.... **is a win!**

## Eat Cake!



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood - Solidarity - Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

# Here's How



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

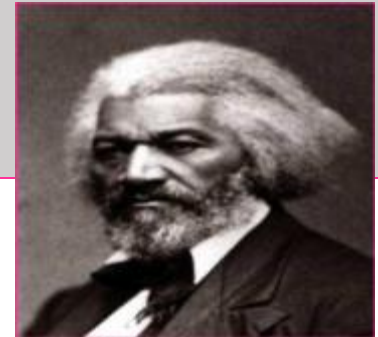
[www.pwn-usa.org](http://www.pwn-usa.org)

**“Power concedes nothing  
without a  
Demand.**

**It never did and it never will.**

**-Frederick Douglas-1857**

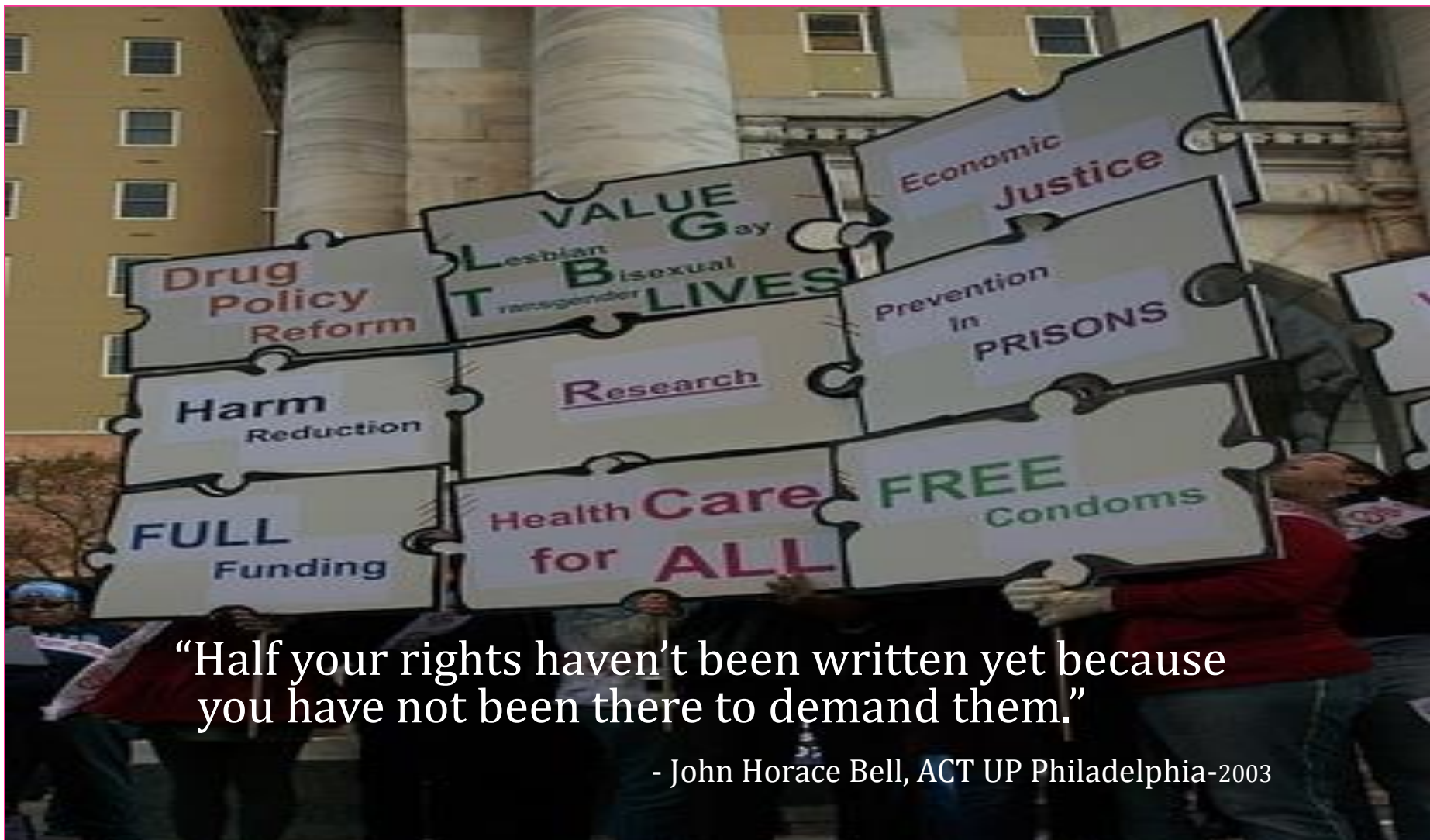
**“If There Is No Struggle, There Is No Progress”**



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)



“Half your rights haven’t been written yet because you have not been there to demand them.”

- John Horace Bell, ACT UP Philadelphia-2003



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)

*Thank you on behalf of myself and PWN-USA*

Waheedah Shabazz-El  
Positive Women's Network-USA

[wshabazz@pwn-usa.org](mailto:wshabazz@pwn-usa.org)

[waheedah.work@gmail.com](mailto:waheedah.work@gmail.com)

Stay in touch: [www.pwn-usa.org](http://www.pwn-usa.org)



**POSITIVE WOMEN'S NETWORK USA**

*Sisterhood · Solidarity · Action*

[www.pwn-usa.org](http://www.pwn-usa.org)