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
1. Eliminate Stigma
2. Build Leadership
3. Mobilize Advocates
4. Change Policy
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
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.
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/
• 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.
We have all we need:
We are who we have been waiting for.

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

Strategy Chart for Campaign Planning
**Goals**

1. List the long-term objectives of your campaign. In the end what do you want?

2. State the intermediate goals for the issue campaign. What constitutes a win for you?

3. What short-term or partial victories can you win as steps toward your long-term goal?

**Organizational Considerations**

1. List the resources that you or your organization brings: Include: money, number of staff, facilities, reputation, etc.

   - What is the budget, including in-kind contributions, for this campaign?

2. List the specific ways in which you want your organization to be strengthened by this campaign:

3. List internal goals for the group.
   *

   - Expand leadership groups.
   - Increase experience of existing leadership.
   - Build a membership base. Expand into new constituencies. -Raise more money.

**Constituents, Allies/Opponents**

1. Who cares about the issues enough to join in or help the organization?

   - Whose problem is it?

   - What do they gain if they win?

   - What risks are they taking?

   - What power do they have over the target?

2. Who are your opponents?

   - What will your victory cost them?

   - What will they do/spend to oppose you?

   - How strong are they?

**Targets**

1. Primary targets

   - A primary target is always a person. It is never an institution or elected body.

   - Who has the power to give you what you want?

   - What power do you have over them?

2. Secondary targets

   - Who has the power over the people with the power to give you what you want?

   - What power do you have over them?

**Media/Communications**

Plan your Media Communications along with your strategy. Not afterwards

1. For each target, list the tactics that each constituent group can best use to make its power felt.

   **Tactics must be:**

   - In context.
   - 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.
   - Actions for information and demands.
   - Public hearings.
   - Strikes.
   - Voter registration and voter education.
   - Lawsuits.
   - Accountability sessions.
   - Elections.
   - Negotiations.
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.
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
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
Targets

• Your Primary Target is always a person
• Never an institution or an elected body
• A person who has the power to give you want 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 want you want
Media- Communications Strategy

- Planning your media communications along with your strategy
- Not afterwards
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
<table>
<thead>
<tr>
<th>Goals</th>
<th>Organizational Considerations</th>
<th>Constituents, Allies * Opponents</th>
<th>Target(s)</th>
<th>Media Strategy</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Long Term</strong></td>
<td>Resources including - Meeting space, internet, phones, mailing address, printing</td>
<td><strong>1. Who cares enough to join your campaign:</strong> - PLHIV - Their families &amp; supporters - Support Groups - Medical Providers - Medical Students - Public defenders Assoc</td>
<td><strong>Primary Targets</strong> People living with HIV - District Attorney - City Council PA State Reps</td>
<td>Media and social media communications about your campaign - Social media - Mainstream media - Blogging - Public Speaking - Peer Education</td>
<td><strong>List tactics that each constituent group can best use “to make its power felt”</strong></td>
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<td><strong>Budget for this campaign including in kind donations</strong></td>
<td><strong>Who’s problem is it</strong> Everyone’s b/c the laws undermine Public health recommendations</td>
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<td><strong>Ways you wish to strengthen your organization</strong> - train the trainers - build leadership - curriculum development - Visibility in the community - Logos - Proposals for Abstract sessions</td>
<td><strong>What do they gain if they win:</strong> - Freedom from Discrimination where the laws work as protections</td>
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<td></td>
<td><strong>Internal Goals for your group</strong> - Recruit 4-5 new PWN members - build leadership - Collaborate with other groups</td>
<td><strong>What risks are they taking:</strong> HIV-related Stigma</td>
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<td><strong>What power do they have over the target:</strong> Voting Power</td>
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<td><strong>2. Who will oppose you:</strong> - PLHIV - Judges - DA’s</td>
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<td><strong>Secondary Targets</strong> - Attorney General Governor</td>
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**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

**Short Term:**
- Establish meeting time for campaign planning – educate chapter members on the harm - especially on women and their families.

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1. **PWN - Issue Campaign--- End HIV criminalization**

   **16**
PWN-USA Policy Agenda

- Ending HIV Criminalization Laws
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**Strategy Chart for Campaign Planning**

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<td>1. Primary targets</td>
<td>Plan your Media Communications along with your strategy. Not afterwards</td>
<td>1. For each target, list the tactics that each constituent group can best use to make its power felt. Tactics must be:</td>
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<td>2. State the intermediate goals for the issue campaign. What constitutes a win for you?</td>
<td>-What is the budget, including in-kind contributions, for this campaign?</td>
<td></td>
<td></td>
<td></td>
<td>In context.</td>
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<td>How long will the campaign run?</td>
<td>2. List the specific ways in which you want your organization to be strengthened by this campaign:</td>
<td>2. Secondary targets</td>
<td></td>
<td></td>
<td>Flexible and creative.</td>
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**Tactics include:**
- Media events.
- Actions for information and demands.
- Public hearings.
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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/
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
THANK YOU!
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