

WELCOME!

- Thanks for joining today's workshop! We will get started in just a couple minutes.
- This is a highly interactive presentation, please **connect your video**.
- We have muted your microphone when you entered. To avoid feedback and outside noise, **please keep your microphone off the duration of the session, unless actively participating**
- **Please rename your screen name to FIRST, LAST NAME and YOUR COUNTRY**



People, Power, Health

An Introduction to Community
Organizing as an Advocacy Strategy



A global community
where **immunization**
professionals connect,
learn and lead.

Agenda

- Intro & Welcome (Team introduction)
- Community Organizing: People, Power, Health
- **Discussion - Breakout Room**
- Community Organizing Practices
- Public Narrative (Storytelling)
- **Practice - Breakout Room**
- Wrap up & Evaluation



Roles & Commitments

Nina Burke: Timekeeper & Chat Monitor

Sarah Moselle: Breakout Lead, Tech Support

Pedja Stojicic: Lecture & Facilitation

- Honor the time
- Step up, Step back
- Stay on Mute
- **Use ZOOM Features: Video, Chat, Raise Hand**
- Call on People to Share





Join Audio
Computer Audio Connected



Share



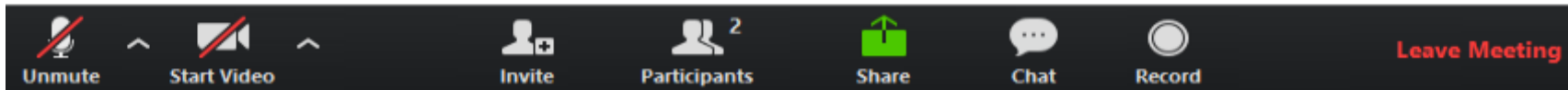
Invite Others



raise hand yes no go slower go faster more

Invite Unmute Me Reclaim Host

Chat



Unmute Start Video Invite Participants Share Chat Record Leave Meeting

Acknowledgments

Originally adapted from the work of Marshall Ganz, Harvard University. Modified by the Leading Change Network and the New Organizing Institute with the help of many dedicated partners.



The Challenge

Immunization Officers are expected to:

- **Do more with less**
 - Limited resources
 - Less face to face contact and more virtual relationship building
- **Bridge the gap between people, healthcare institutions and the government**
- **Move from “solution provider” to “solution enabler”**
 - Activate the local stakeholder to develop their own solutions towards a common vaccination goal



Hillel's 3 Questions

If I am not for myself, who will be for me?

If I am for myself alone, what am I?

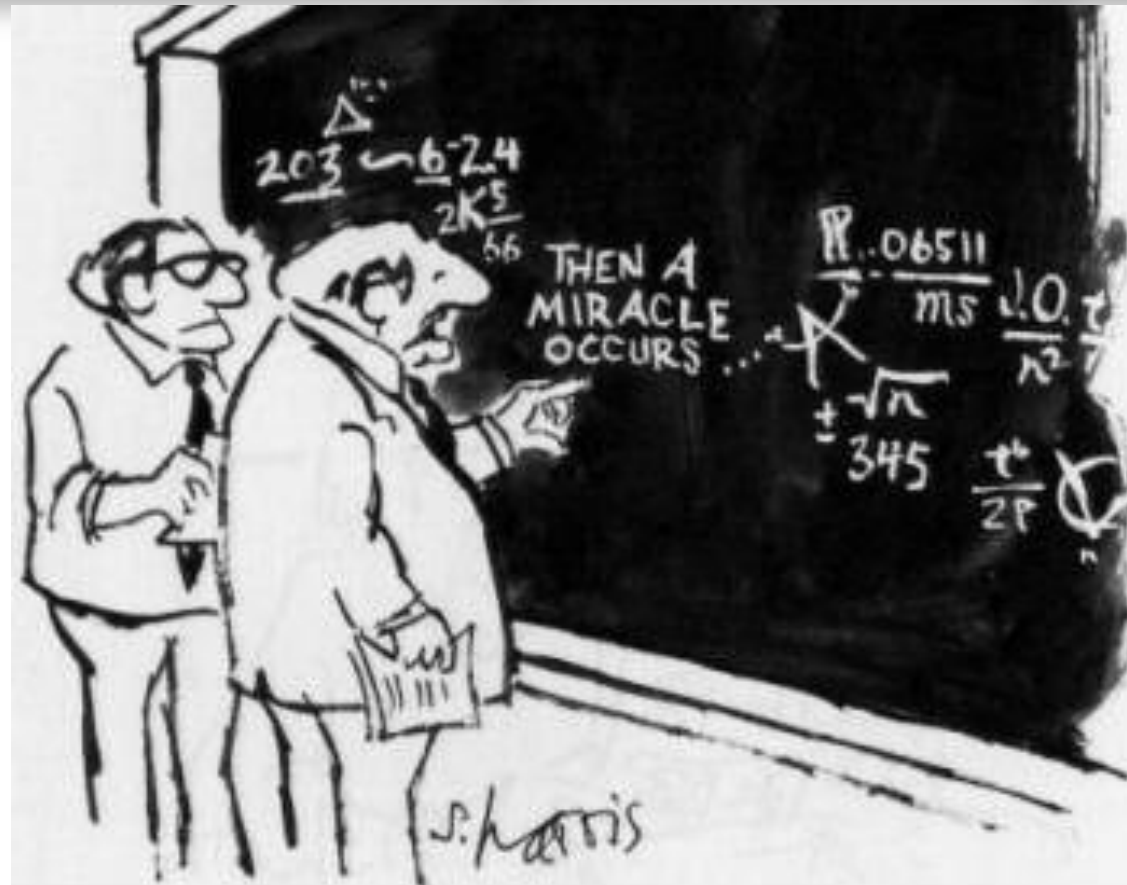
If not now, when?

My Story



**How do we
make change?**

Theory of change



"I think you should be more explicit here in step two."

Why Organizing?

Theory of Change

- *Awareness*
- **Social Media**
- **Technical**
- **Legal/Policy**
- **Hollywood**
- **Educational**
- **People-Power**

Advocacy
works!



Organizer's Questions

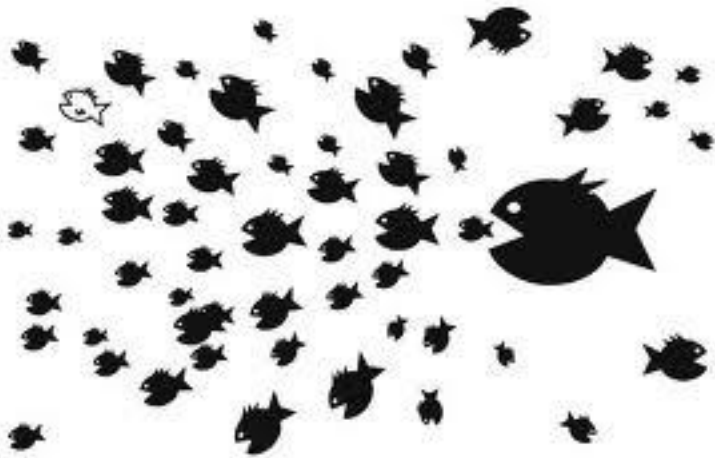
» **PEOPLE:** who are my people?

» **CHANGE:** what is their problem/goal?

» **POWER:** how can they turn their resources into the power they need to achieve the change they want?

What is Power?

The ability to achieve purpose
Dr. M.L.King



POWER is not something you



H
A
E
V
E

Its a relationship with others



Campaign Rights for Moms (video)









BREAKOUT ROOMS

How is Community
Organizing different from
other advocacy strategies?



Why Organizing?

| | Legal/Policy | Organizing |
|---------------------------|---|---|
| • Solve Immediate Problem |  |  |
| • Empower Constituency |  |  |
| • Develop Leadership |  |  |

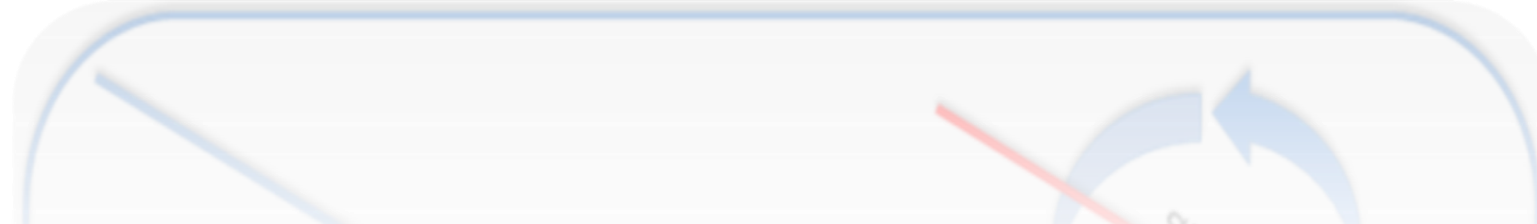
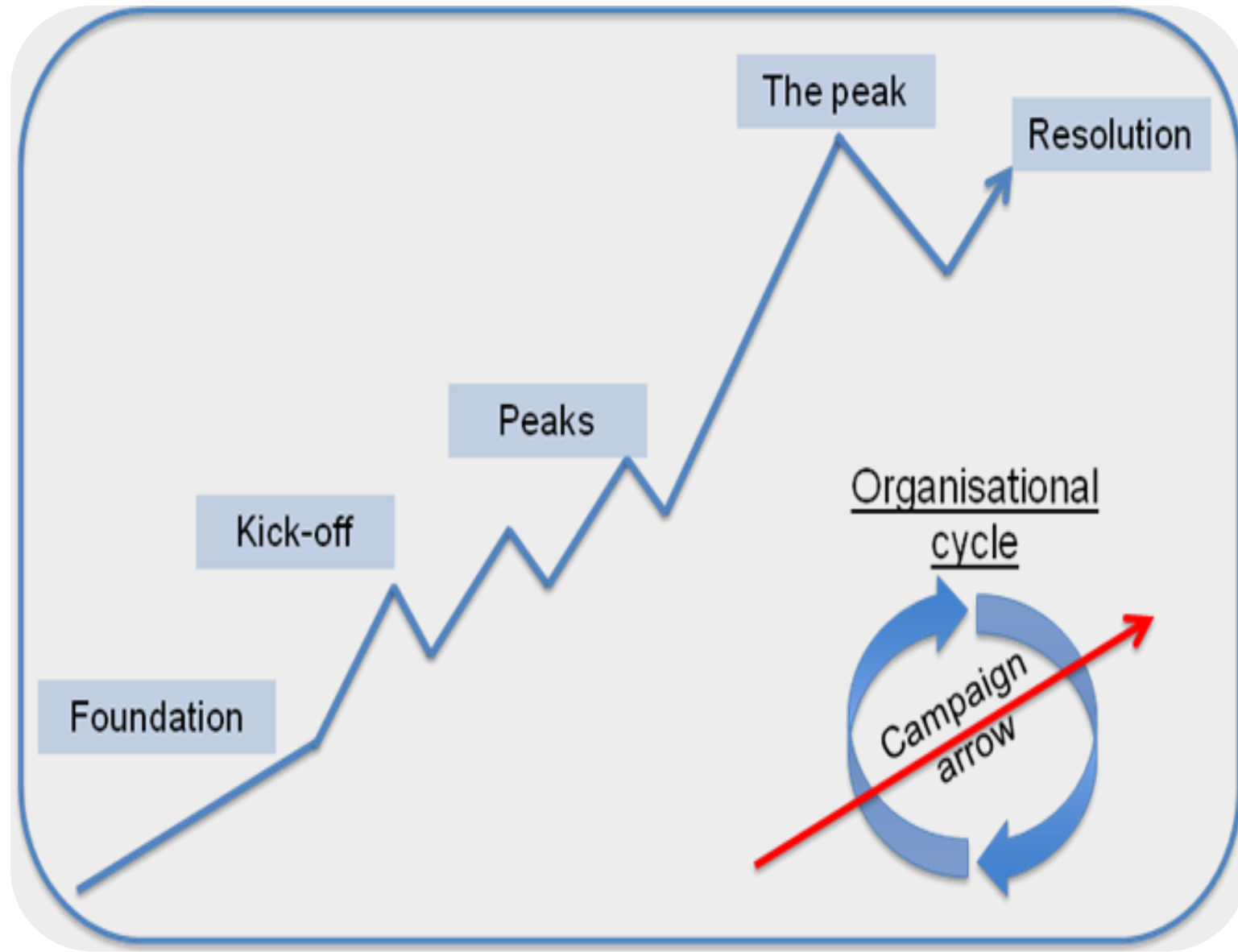
Community Organizing Practices



| DISORGANIZATION | LEADERSHIP CREATES | ORGANIZATION |
|------------------------|---|---------------------|
| Apathetic | Shared Story | Motivated |
| Divided | Shared Relational Commitment | United |
| Drift | Shared Structure | Purposeful |
| Reactive | Shared Strategy | Initiative |
| Inertia | Shared Measurable Action | Change |

**LEADERSHIP:
ACCEPTING RESPONSIBILITY
FOR ENABLING OTHERS
TO ACHIEVE SHARED PURPOSE
UNDER CONDITIONS OF UNCERTAINTY.**

MARSHALL GANZ



LEADERSHIP



values

constituency



goals

shared action

shared strategy

shared structure

shared commitment

shared story

resources

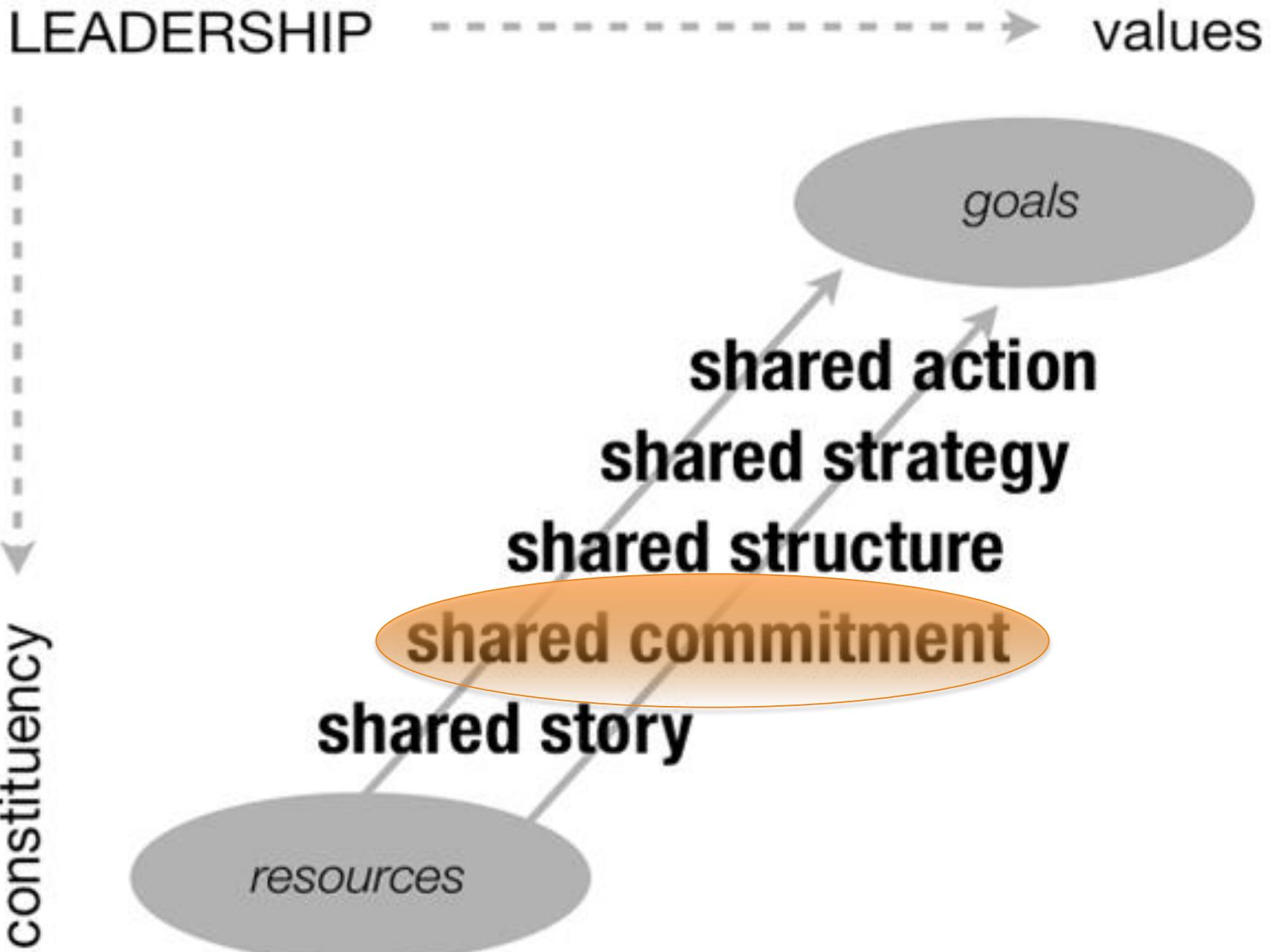


STRATEGY ANALYSIS

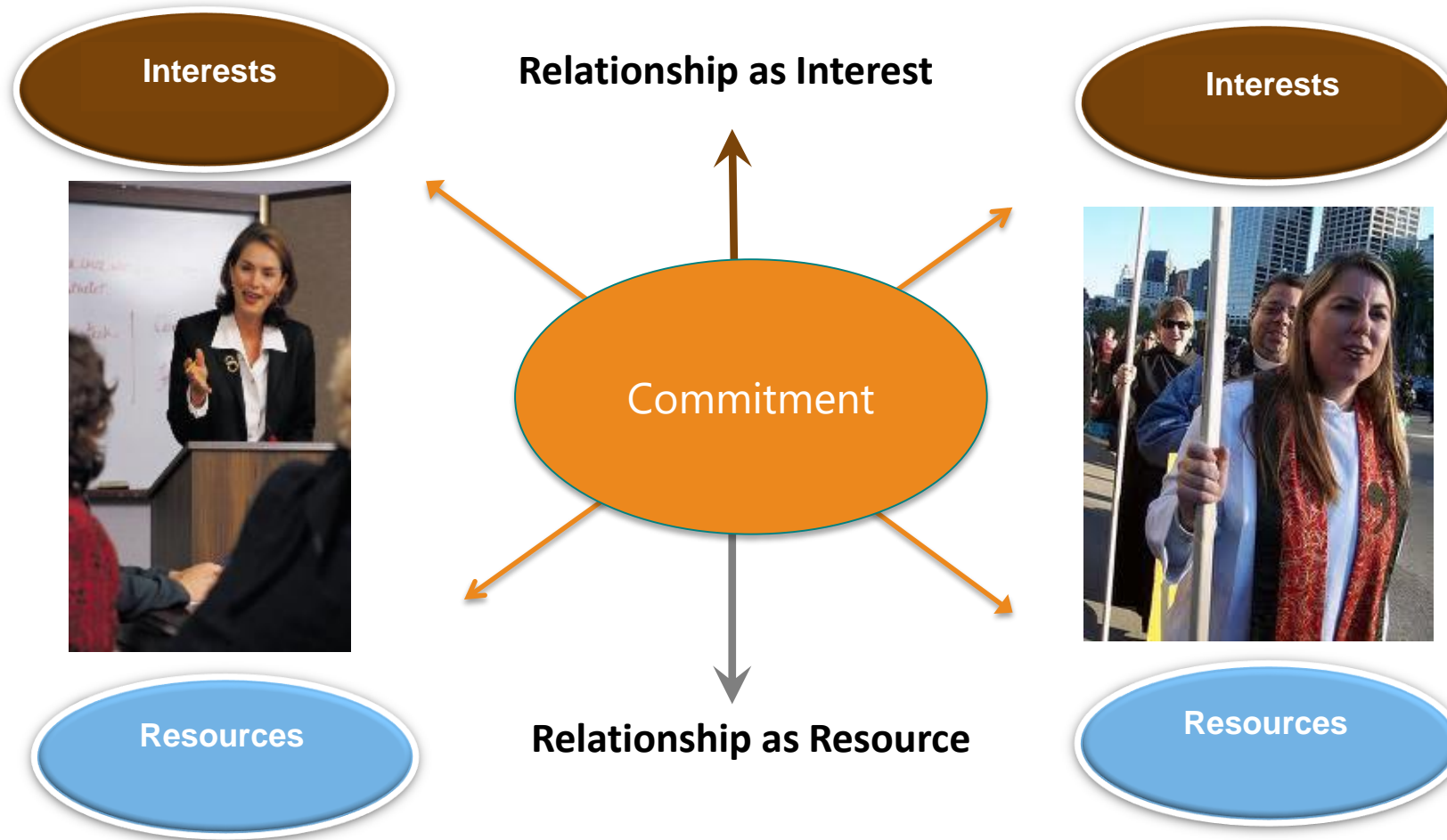
STORY MOTIVATION



ACTION



What is a relationship?



LEADERSHIP



values

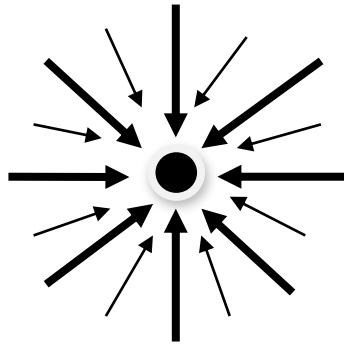


constituency

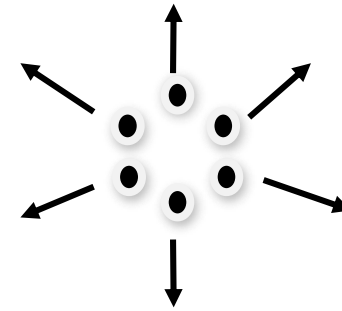


Common Leadership Models

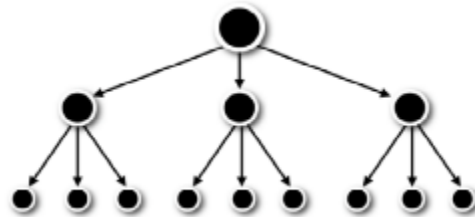
“I’ll take care of it.”



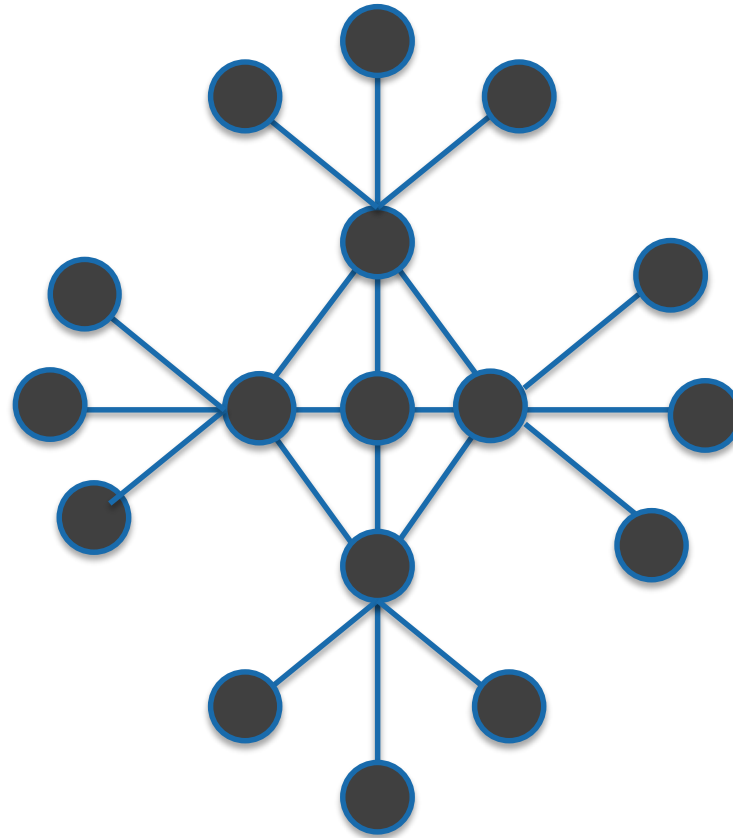
“Who’s in charge here?”

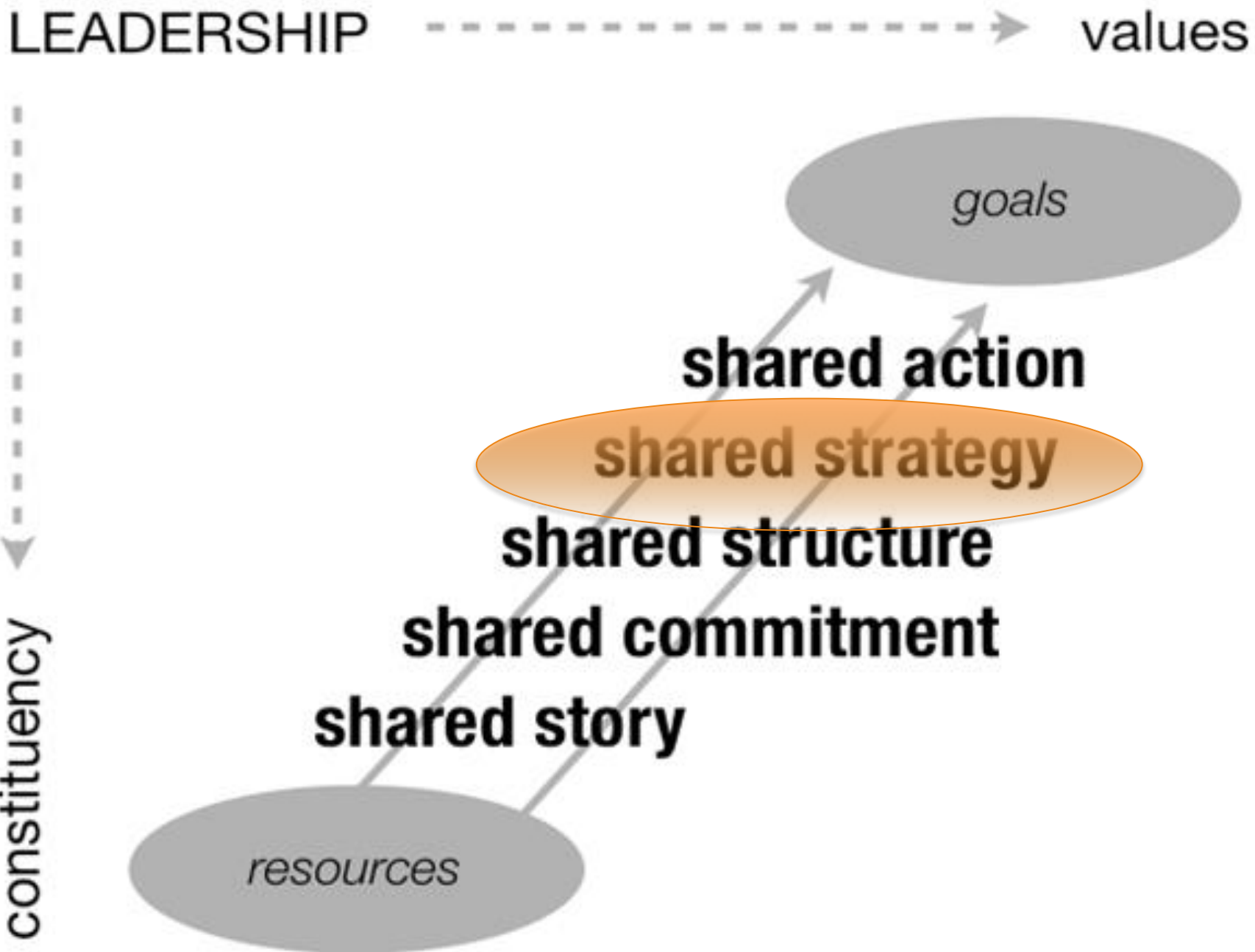


“Hail Caesar!”



Snowflake Structure





What is strategy?

**Strategizing is turning
what you have (resources)
into what you need (power)
to get what you want (change)**

LEADERSHIP



values



constituency



resources

shared story

shared commitment

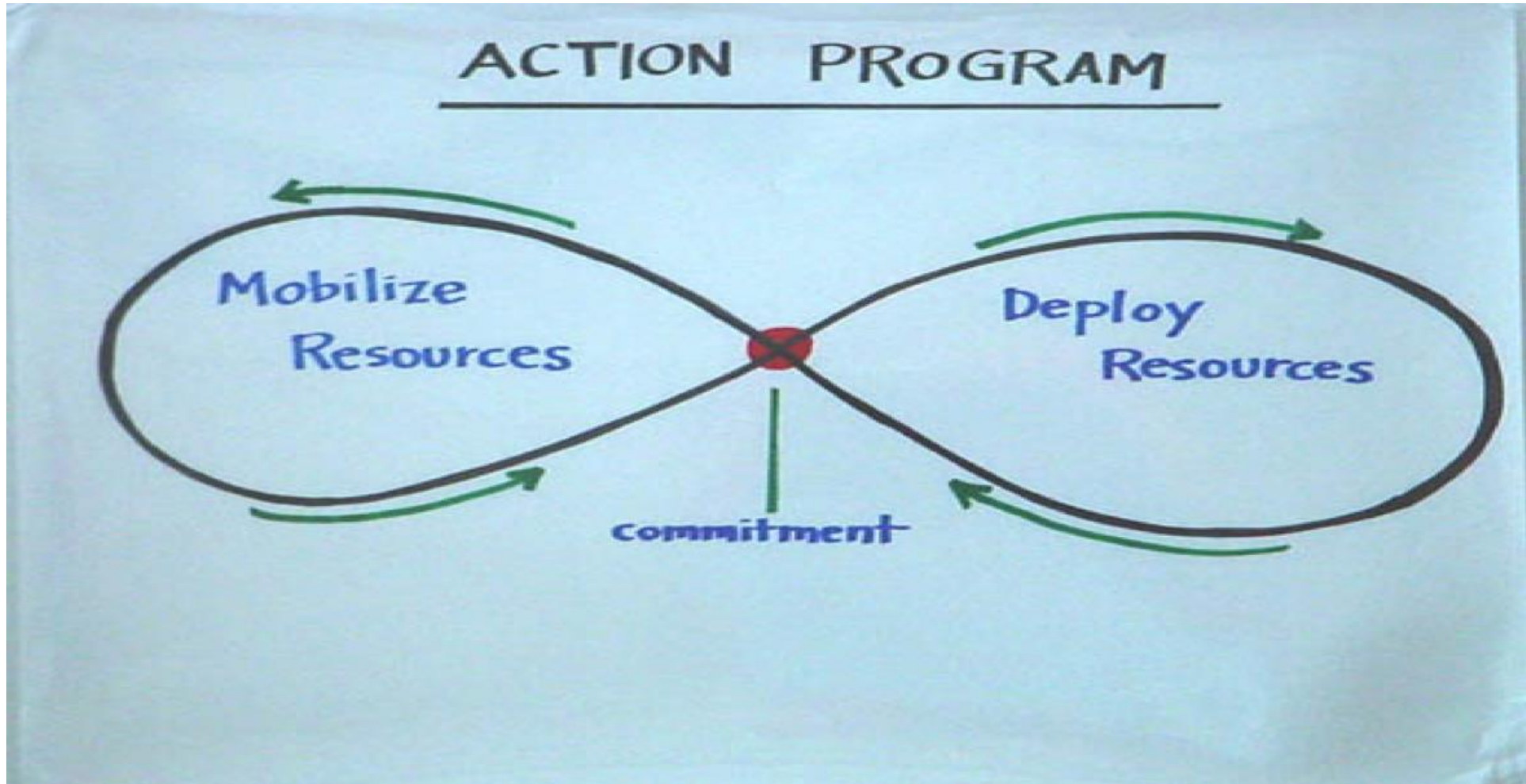
shared structure

shared strategy

shared action

goals

Meaningful Action



Public Narrative





head

*critical reflection
on experience*

HOW

COGNITIVE

LOGOS

ANALYSIS



heart

*story telling
of experience*

WHY

AFFECTIVE

PATHOS

MOTIVATION





STRATEGY ANALYSIS



STORY MOTIVATION



**WAYS OF
KNOWING**

What is Public narrative?

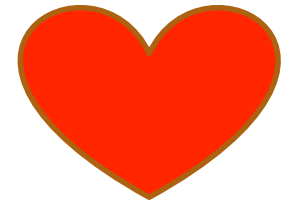
THE LEADERSHIP PRACTICE OF

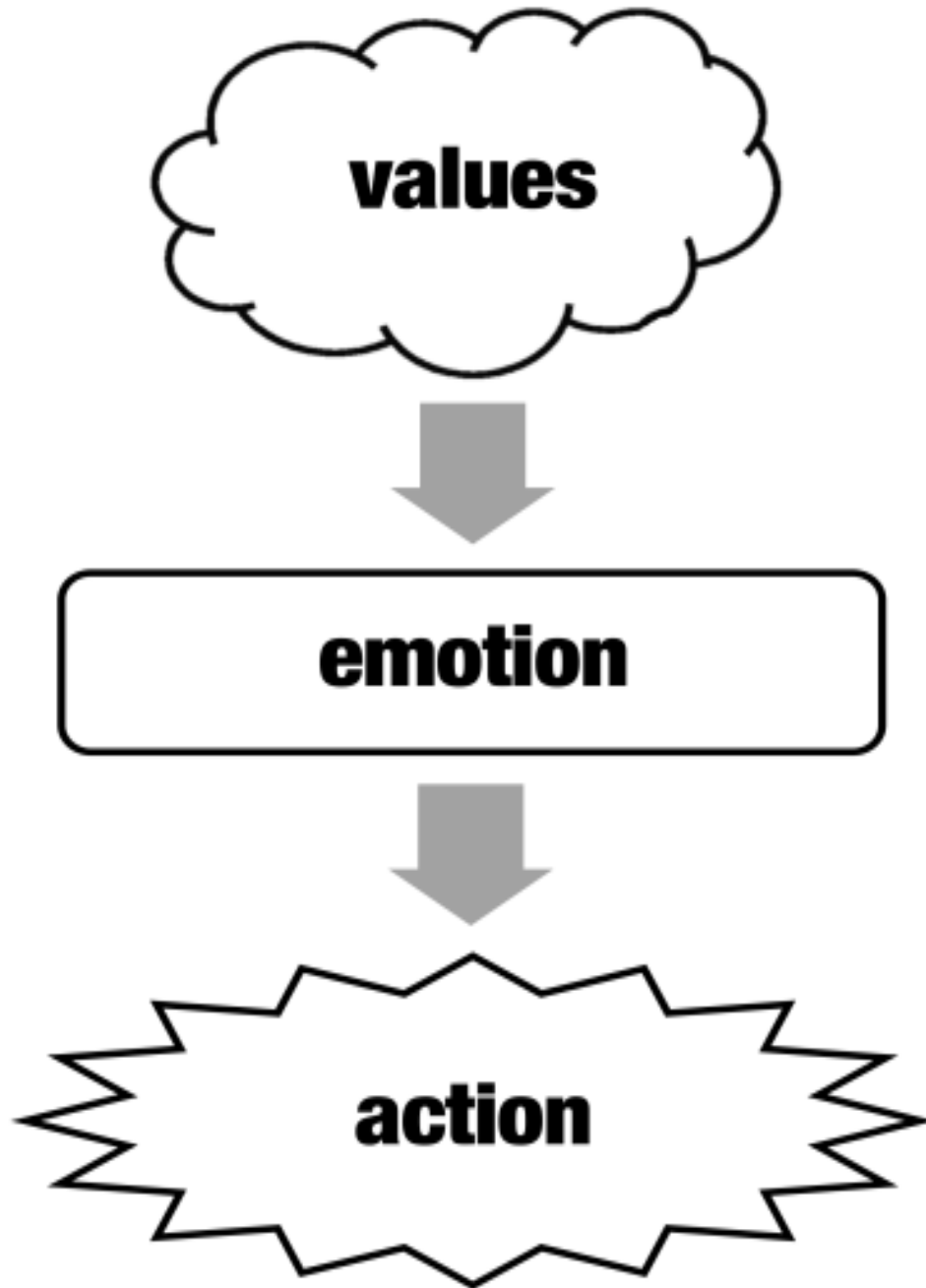
CREATING THE EMOTIONAL CONDITIONS TO

ENABLE OTHERS

TO RESPOND TO CHALLENGES PURPOSEFULLY

IT IS A PRACTICE OF
THE **HEART**.





Values inspire
action through
emotion

Emotions inform us
of what we value

Decisions to act
are based on an
emotional experience
of our values

agen·cy |'ā-jən(t)-sē|
THE EMOTIONAL CAPACITY TO MAKE MINDFUL CHOICES

**AGENCY
INHIBITORS**

inertia

apathy

fear

isolation

self-doubt

**AGENCY
MOTIVATORS**

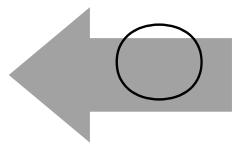
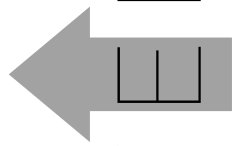
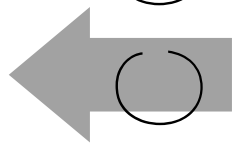
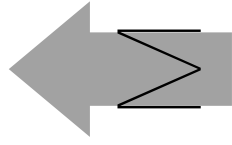
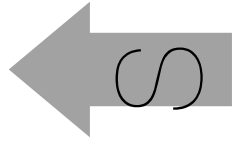
urgency

anger

hope

solidarity

Y.C.M.A.D.



S

M

C

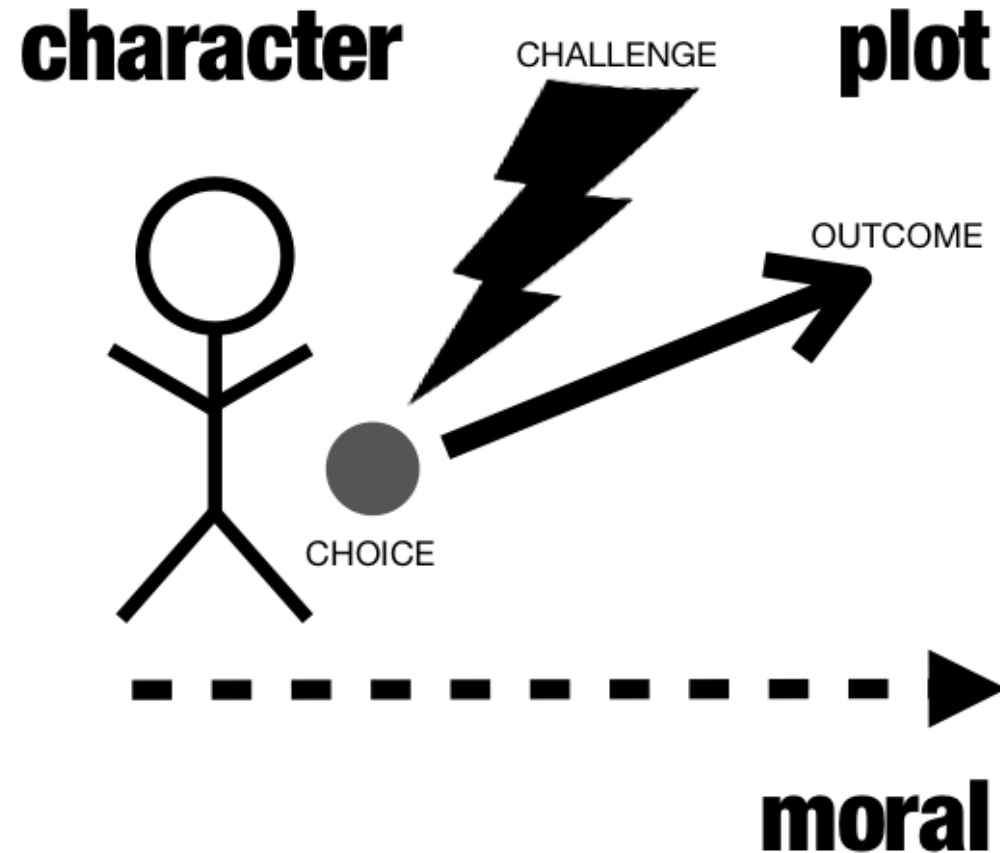
E

O

O

OVERCOMES

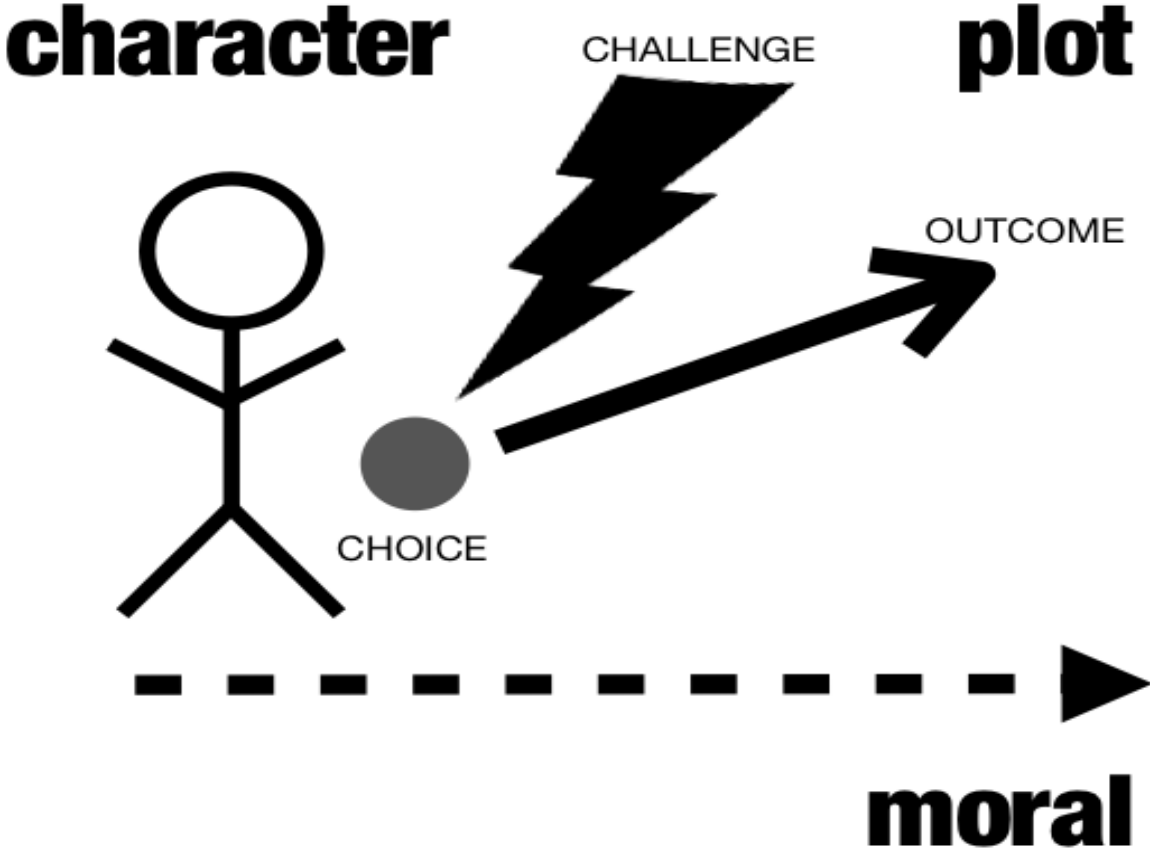
How do we do this?



THROUGH TELLING STORIES!

What constitutes a story?

What do these stories reveal about our values?



SHOW, don't tell



***specific
moment/s**

***specific people**

***specific
challenges**

***specific choices**

***specific
outcomes**

***specific values**

Maung Nyeu Story

- What challenge, choice, and outcome are at the core of each story he tells?
- What details, images, moments bring these stories alive?



Debrief



BREAKOUT ROOMS

Share your story in groups of three (3 min pp with 2 min feedback)



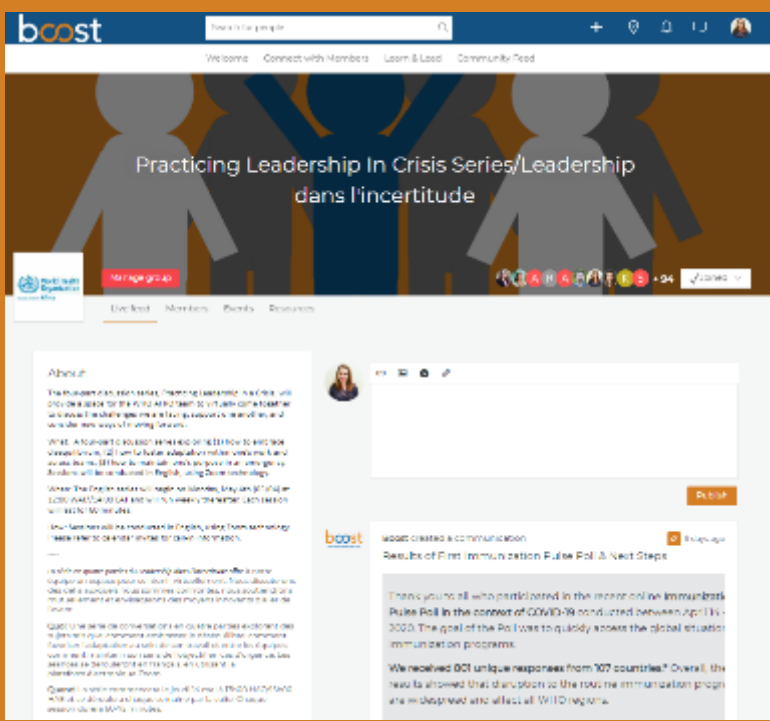
Debrief



**What are your key
takeaways?**

+

Δ



NEXT STEPS

- **Take Our Survey (<https://boost-community.typeform.com/to/GvaKw3sT>):** We want to hear from you! Please share your thoughts regarding this workshop with us - we are always looking to improve, and invite you to share how we can continue to support your professional development.
- **Continue the Conversation:** Continue sharing your comments, questions and challenges with your peers in the Boost community!

THANK YOU