



Organizing 101

ENVIRONMENTAL JUSTICE IN TOBACCO PRODUCT WASTE

INTRODUCTION



Organizing

Community organizing is a democratic strategy used by social movements, labor unions, under-represented communities, and marginalized groups to gain rights, win collective political power, and create positive change. While there are many different types of online and offline organizing, the main job of an organizer is to create unity (and solidarity), then help their community work together to solve problems and reach shared goals.

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Identify Vulnerable Community

You should start by Identifying and understanding a vulnerable community, its root problem(s), and how the existing social system has created the problem(s). Now that you have identified the problem affecting this community, it is important to build trust for long term relationships as you will learn about the strengths and needs of the community. In order to build a movement you must be inclusive and organize the community to be fully representative of its diverse stakeholders.

Shared Solutions

Developing a shared solution (and narrative) for how to solve the community's problem(s) requires listening to the communities history with an identified issue, and hearing their ideas about how to tackle that problem. Making these initial contacts with community members is critical to building trust and grassroots organizing. You will lean on these initial contacts to follow up later once momentum is built with the community.



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CONT.

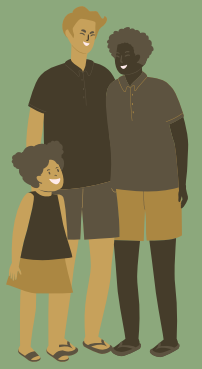


GOAL 1:

Create an action plan to achieve the desired solution by winning collective power - often through the political system

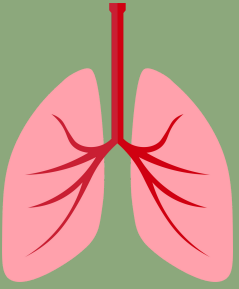
GOAL 2:

Building relationships, bringing people together, and educating them on how they can help carry out the plan. This is when you follow up on those initial contacts to identify committed community members that are willing to share their narratives that will influence decision makers when that time comes.



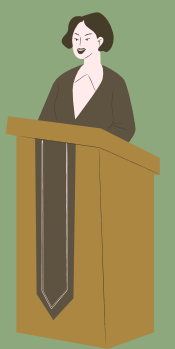
GOAL 3:

Keeping the plan moving forward toward its intended goal through trainings, actions, media relations, regenerative support, building solidarity and coalitions, and other movement strategies. It is at this phase that messaging and mission can be very clearly defined and shared out.



GOAL 4:

Identify decision makers that can hear out the community that is affected by the problem/issue and sway them in favor of the desired change. Decision makers can be reached at city council meetings, through email, twitter and other social media platforms as well as in a letter to the editor.



GOAL 5:

By making our collective voice loud enough (re: power), it becomes clear to the city's politicians if they don't change the laws in our favor, we'll vote them out in the next election cycle.



GOAL 6:

Policy is implemented that creates change to effectively solve the problem/issue that was plaguing the vulnerable and underserved community.

