Changing Perceptions

Get started worksheet

This worksheet accompanies the online Activist Toolkit. It is intended to help you to plan your activism. You could also use this in collaboration with others.

Step 1: What?

What is the problem?

You can also use the Problem Tree on page 2 to help you think this through.

Why is this important?

Think about our rights, for example; to enjoy good quality of life, to have access to the services we need, to live free from stigma and discrimination, etc.

What is it you need people to do to tackle the problem?



Think about the action/s needed to reach your goal. Is it one action or several?

Where does the change need to happen? For example, in your local clinic or to a national policy

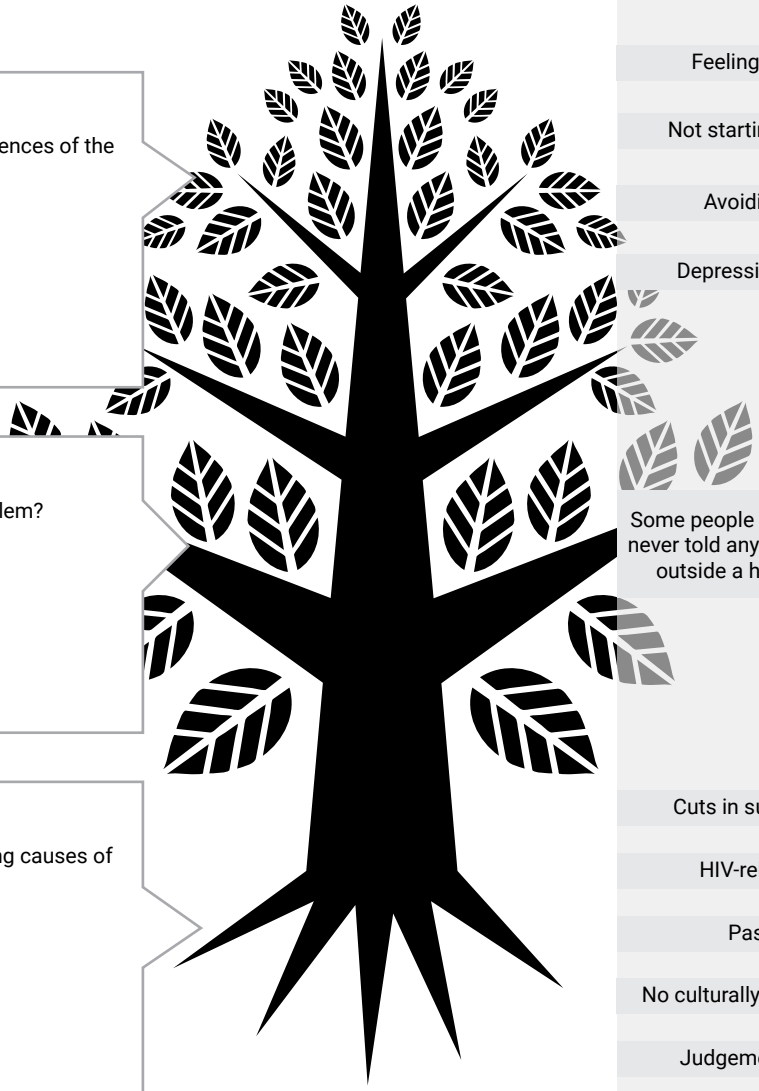
How long will it take for change to happen?

What is your key message and goal?



Problem tree

Example



Leaves

What are the consequences of the main problem?

Feelings of isolation

Not starting relationships

Avoiding services

Depression and anxiety

Trunk

What is the main problem?

Some people living with HIV have never told anyone their HIV status outside a healthcare setting

Roots

What are the underlying causes of these problems?

Cuts in support services

HIV-related stigma

Past trauma

No culturally-sensitive support

Judgemental attitudes

Other oppressions like racism, homophobia, transphobia

Step 2: How to research

List any sources of evidence for the problem and its consequences

Don't forget that evidence can be quantitative (figures) – think 'quantity' to help you remember – or qualitative (personal experiences, including your own) – think 'quality'.

Need help?

Note the organisations and networks you can contact to get information.

Step 3: Who?

1 **Who do you need to reach with your message? This is the main target audience, the person/s with the power to make change**

2 ***Are there any secondary audiences?***

3 ***Who are the people already motivated to support your goal?***

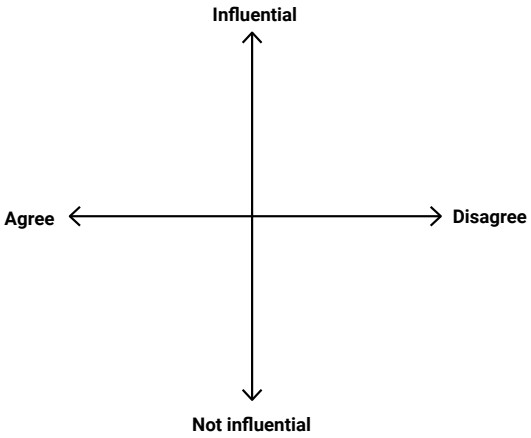
4 **Are there any people who will oppose the change you want to see and why?**

Get creative!

Think about them as actual people, draw them if it helps.
Use a Power Matrix, like the example on page 4.

Power matrix

1. Draw a matrix like this.



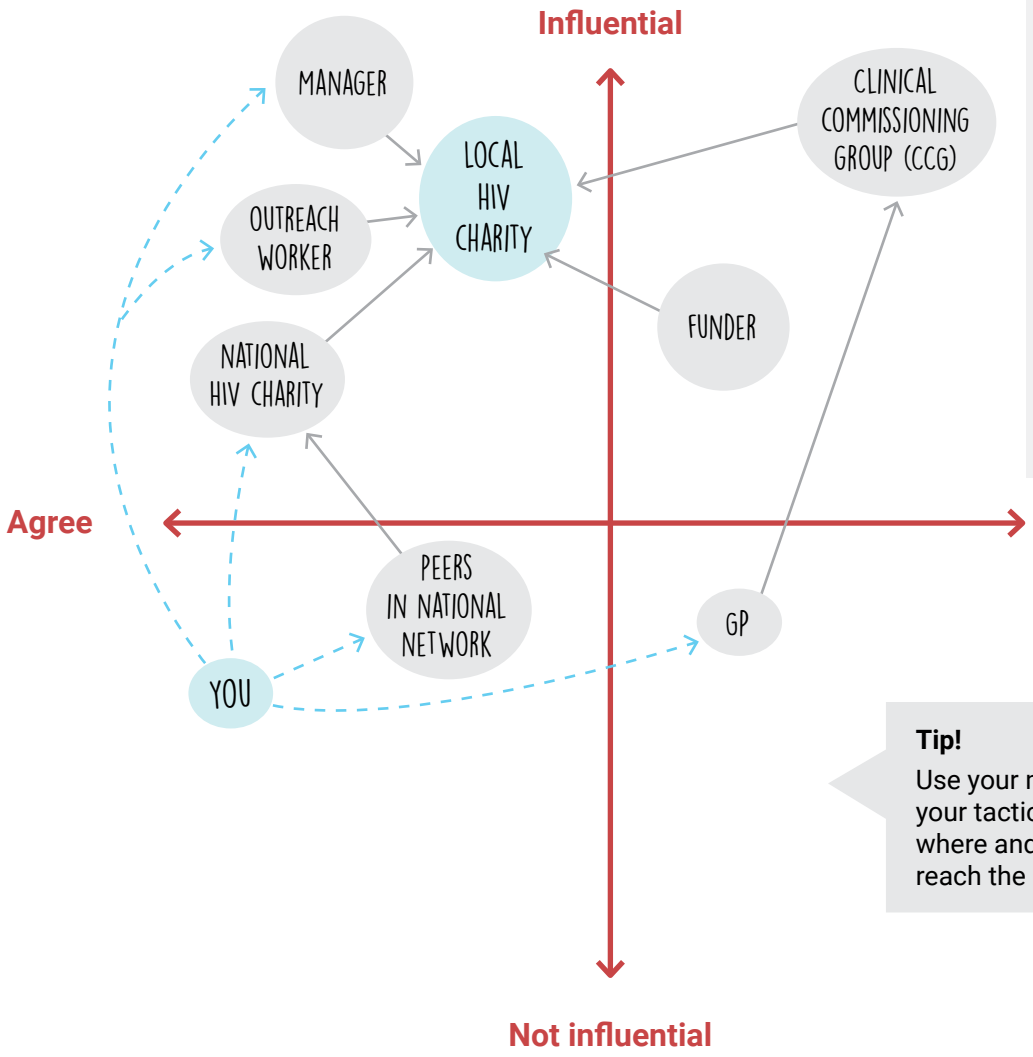
2. Identify your main target. You can add any secondary ones when you do the mapping.

3. Identify the people who can influence your main target to make the change. Plot where they sit on the matrix – how much do they support you and how much power do they have?

4. Map the power relationships by drawing arrows. Try using different symbols or colours to show weak or strong power.

5. Look deeper at the relationships to see how to move the most influential people nearer to your target. Decide if some are just too hard to reach or whether you can influence them through a secondary target.

Adapted from Power Mapping by Andrew Boyd. Read more here: https://beautifulrising.org/tool/power-mapping



Example

This mapping takes the example problem used in the Problem Tree.

It will take joined-up effort over time to tackle some of the root causes, such as stigma. And that might be where you want to focus your activism.

You could also think of some medium-term actions, for example, pushing for some kind of additional support for people living with HIV where you live.

Tip!

Use your mapping to plan your tactics, for example, where and how can you reach the CCG?

Step 4: Where?

Where will you get your message across?

Think of all the physical and digital spaces your target audience uses.

- [ ] Workplace
- [ ] Public forums and platforms
- [ ] Local health services
- [ ] Public meetings
- [ ] Conferences
- [ ] Social media
- [ ] TV
- [ ] Newspapers
- [ ] Newsletters/magazines

Others

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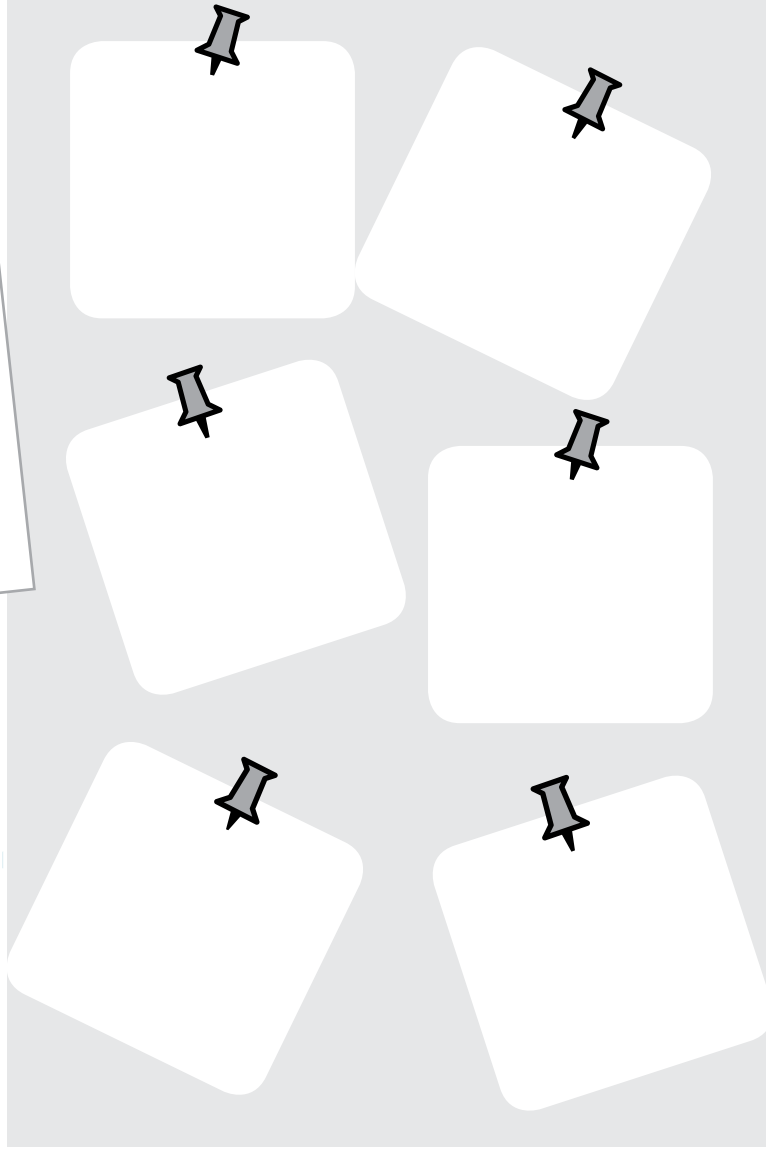
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Where do they usually get their information from?

Do they use social media, for example; Twitter, LinkedIn, Medium, Facebook, Instagram.

How can you get your message across in these spaces?

These ideas will help you to plan your tactics. Draw pictures if it helps. Brainstorm and be creative, at this stage the more ideas the better.



Step 5: How?

My key message and goal is …

What are your tactics?

Your tactics will depend on what you want to change. Go back to page 1 for your key message and goal.

Sometimes one action alone will not produce the change you want. By building on that action with another, you will start to put pressure on your target. This is called escalation.

Try the ladder of escalation to help plan tactics. The grey boxes are just examples. If you are not a wordy person, use drawings.

Don't forget to take it one step at a time!

