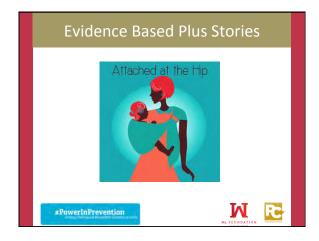
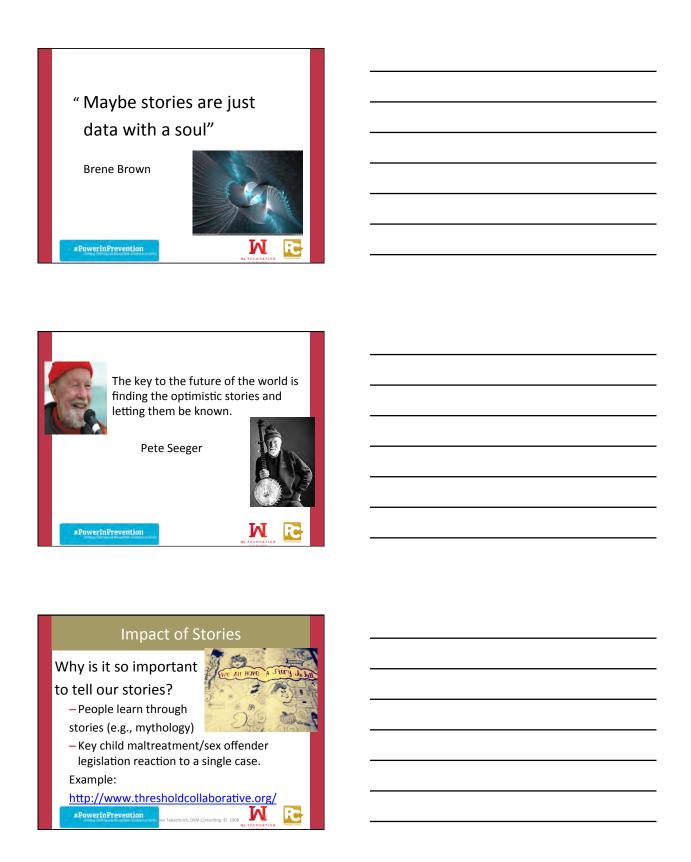




1) Define movement building and its relevance for prevention 2) Increase understanding of how stories can help 3) Articulate how MFW Movement Building Document can be a tool for your efforts



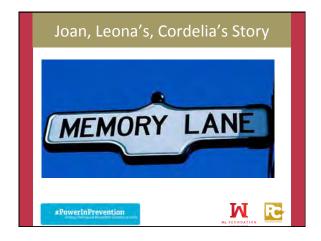


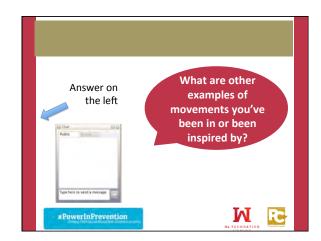
Amy Brough: Using Your Story to **Change Minds** Write it down & practice: 1. Name. 2. Role, residence, why you care. 3. Your ask in one sentence. 4. One or two data points. 5. Your story in two to three sentences. 6. Re-state your ask. 7. Thank the policy maker(s). 8. Follow up. M #PowerInPrevention I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. Maya Angelou #PowerInPrevention





1. A community forms around a common goal 2. The community mobilizes resources 3. The community finds solutions ("fourth options") 4. The movement is accepted by (or actually replaces) the establishment















The What of Movement Building

- 1. Building a Base of Supporters
- 2. Leadership Development
- 3. Building Strategic Alliances
- 4. Strategy Development
- 5. Message Development
- 6. Policy Change
- 7. Social Norms Change







Storytelling for Movement

"Stories not only teach us how to act they inspire us to act."

-Marshall Ganz

Story of self \rightarrow Story of us \rightarrow Story of now

#PowerInPrevention





Silence → Movement

