MODULE 4: ADVOCACY
OUTLINE FOR THIS MODULE

- Advocacy
- Promoting the Health of Formerly Incarcerated People
- Review and Assessment
- Service Learning
What did we learn last week?
What stands out from the first three modules?
What has been reinforced through your Service Learning experiences?
ADVOCACY AND COMMUNITY ORGANIZING
LEARNING OBJECTIVES

By the end of this section, you will be able to:

- Define and discuss community organizing.
- Explain the difference between advocacy and community organizing.
- Discuss at least two ways that contemporary models of community organizing are different from models used in the past.
- Explain the five steps of the Community Action Model.
- Discuss the CHW’s roles and responsibilities in the community organizing process and put them into practice.
- Apply the Community Action Model to issues facing the communities you work with.
- Explain the importance of integrating news media and social media into organizing efforts.
WORDS TO KNOW

- Community organizing
- Media advocacy
- Power analysis
- Social media
A community shares a commonality such as:
- Neighborhood.
- Race / ethnicity.
- Gender / gender identity / sexual orientation.

Can be in person or virtual.

A community defines itself.
COMMUNITY ORGANIZING

- Actions taken by a group of people who have been denied participation in a decision-making process.
- By working together, they create social change, which results in new resources, rights, improved health and living conditions.
WHY ORGANIZE?

- People without power and control, can get together to assert their needs and create a better life.
- CHWs develop relationships with the communities and can facilitate community organizing.
### EXAMPLES OF ORGANIZING

#### Labor movements
- Safe working conditions.
- Right to organize.
- Limits to working hours.
- Living wage.
- American Disabilities Act (ADA).
- United Farm Workers.
- Civil Rights Movement.
- Act Up.

#### Health issues
- High rate of infant mortality.
- Pollution.
- HIV/AIDS.
- Drug use / needle exchange.
- Incarceration.
- Homelessness.
## Differences between Advocacy and Organizing

**Advocacy**
- Working on behalf of people.
- Supporting process / cause.
- Working on passing or implementing policy.
- Grass roots or professional.
- Uses voices of the people.
- May/may not involve community organizing.

**Community Organizing**
- Mobilizes community to act on their behalf.
- Grassroots led.
- Shifts power to the people.
- Develops community’s skills.
- Often is collaborative.
MODELS OF COMMUNITY ORGANIZING

- Community capacity building.
- Collaborative partnerships.
- Consensus organizing.
- Mass mobilization.
STRATEGIES AND TACTICS

- Popular education.
- Policy 101.
- Develop model policy recommendations.
- Media advocacy.
- Social media.
Media can be used to:

- **Inform** — the public about the consequences.
- **Recast** — the problem affects everyone.
- **Encourage** — community members to get involved.
- **Promote** — agencies that address the problem.
Community Action Model
Creating Change by Building Community Capacity

Step 1: Train Participants (develop skills, increase knowledge, build capacity)
- Name the Issue
- Choose Area of Focus

Step 2: Define, Design & Do Community Diagnosis

Step 3: Analyze Results of Community Diagnosis

Step 4: Select Action or Activity & Implement

Step 5: Maintain & Enforce Action or Activity

Repeat Process

An Action:
- Is Achievable.
- Is Long-term or Sustainable.
- Compels another entity to do something to change the environment (places people live) for the well-being of all.

An Activity:
- Is an educational intervention that leads up to and supports an action.

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<thead>
<tr>
<th><strong>Goals</strong></th>
<th><strong>Fundamentals</strong></th>
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<td>Environmental or social change.</td>
<td>Achievable.</td>
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<td>Empowerment and community leadership.</td>
<td>Sustainable.</td>
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<td>Compelling.</td>
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COMMUNITY ACTION MODEL (CAM)

1. Identify the problem.
2. Assess the problem / community diagnosis.
3. Analyze findings.
4. Identify and implement an advocacy action.
5. Maintain actions and results.
CHW ROLES IN ORGANIZING AND ADVOCACY

**SHOULD**
- Commit to social justice.
- Cultural humility.
- Develop and maintain trust with community.
- Active listening.
- Provide resource information.
- Group facilitation.
- Flexibility.
- Client-centered approach.

**SHOULD NOT**
- Assume anything.
- Be the leader.
- Decide who participates.
- Prioritize tasks and activities.
- Make key decisions.
- Ignore community.
- Ignore historical issues.
Plan *with* people, not *for* them.
- Have goals and strategies.
- Identify leaders.
- Work with diversity.
- Bridge the language barriers.
- Safety comes first.
- Assist with the research.

- Plan the process.
- Stay grounded in the community.
- Build relationships.
- Cultivate the media.
- Be committed.
- Take care of yourself.
GROUP ACTIVITIES
PROMOTING THE HEALTH OF FORMERLY INCARCERATED PEOPLE
LEARNING OBJECTIVES

By the end of this section, you will be able to:

- Analyze the ways that incarceration influences the health of individuals, families and communities.
- Identify common health issues faced by formerly incarcerated people.
- Explain the stigma and the systemic barriers to reintegration faced by newly released prisoners.
- Discuss the role of CHWs in promoting the health and well-being of formerly incarcerated clients.
- Examine best practices and emerging models for promoting the health of formerly incarcerated people.
- Identify areas of potential policy change and the role of CHWs as advocates for change.
- Learn about resources for successful re-entry.
WORDS TO KNOW

- Recidivism
- Re-entry
BASIC TERMS AND LANGUAGE

- **Jail vs. Prison**
  - Jail — run by county, holds people waiting for trial or with short sentences.
  - Prison — state or federal, holds people who have been convicted.

- **Detention Centers** hold people:
  - Suspected of crime.
  - Awaiting trial or sentencing.
  - Undocumented immigrants.

- **Probation and Parole**
  - Probation — alternative to prison; serving a sentence in the community under strict requirements.
  - Parole — early release from prison.
WHY IS LANGUAGE SIGNIFICANT?

Words like “offender,” “convict” or “felon” carry stigma.

Instead, we will use “incarcerated person” or “formerly incarcerated person.”
INCARCERATION IN THE UNITED STATES

- War on drugs: mandatory minimums, aimed at men of color.
- Three strikes: mandated life sentences for some three-time offenders; huge increase in number of incarcerated people and new prisons.
One in three have a chronic illness, including hypertension, asthma, cervical cancer and arthritis.

HIV and HCV (hepatitis C)
- HIV rates five times higher.
- HCV rates 9-10 times higher.
- Sex, tattoo's, IV drug use.

TB and MRSA: overcrowding and unsanitary conditions.

Poor medical care: access, delays, inadequate, incompetent, lack of preventative care.

Immigration detention: 400,000 each year.
MENTAL HEALTH

- One in six people in U.S. prisons has a mental illness.
- Three out of four have a history of substance abuse.
- Many are victims of trauma and violence.
- They often leave jail sicker than when they went in.
SOCIAL CONDITIONS

- Denied privacy and control.
- Encouraged to hide feelings and fear.
- Prolonged periods of social and physical isolation.
- Sexualization of women by male guards.
- Anti-LGBTQ harassment and violence.
Family health and wellbeing.
- Human cost.
- Financial and emotional impacts.
- Loss, abandonment, extreme anxiety.
- Maintain family ties.
- Severing parental rights.

Re-entry challenges:
- Housing.
- Employment.
- Ban on education assistance.
- Public benefits.
- Disenfranchisement.
- Family reunification.
- Stigma and discrimination.
CHALLENGES OF RE-ENTRY

- Housing.
- Employment.
- Ban on financial aid for education.
- Public benefits.
- Disenfranchisement.
- Family reunification.
- Stigma and discrimination.
BEST PRACTICES AND EMERGING MODELS

- Post-Release Wellness Project (PRWP).
- Transitions Clinic Network (TCN).
- Project Bridge.
- Hampden County.
- Prison Activists Resource Center.
BANNING THE BOX

- Restoration of civil and human rights.
  - Elimination of questions about past convictions on initial public applications.
    - Housing applications.
    - Employment.
    - Social services.
- Structural discrimination.
- Stability to families and communities.
CHW ROLE

- Client-centered approach.
- Understanding values, beliefs and goals.
- Ethical dilemmas.
- Promoting partnerships, advocating for change.
GROUP ACTIVITY 15.4
RE-ENTRY OBSTACLE COURSE
REVIEW – WHAT HAVE WE LEARNED TODAY?
SERVICE LEARNING