

BUILDING POWER FOR HEALTH JUSTICE

The Praxis Project

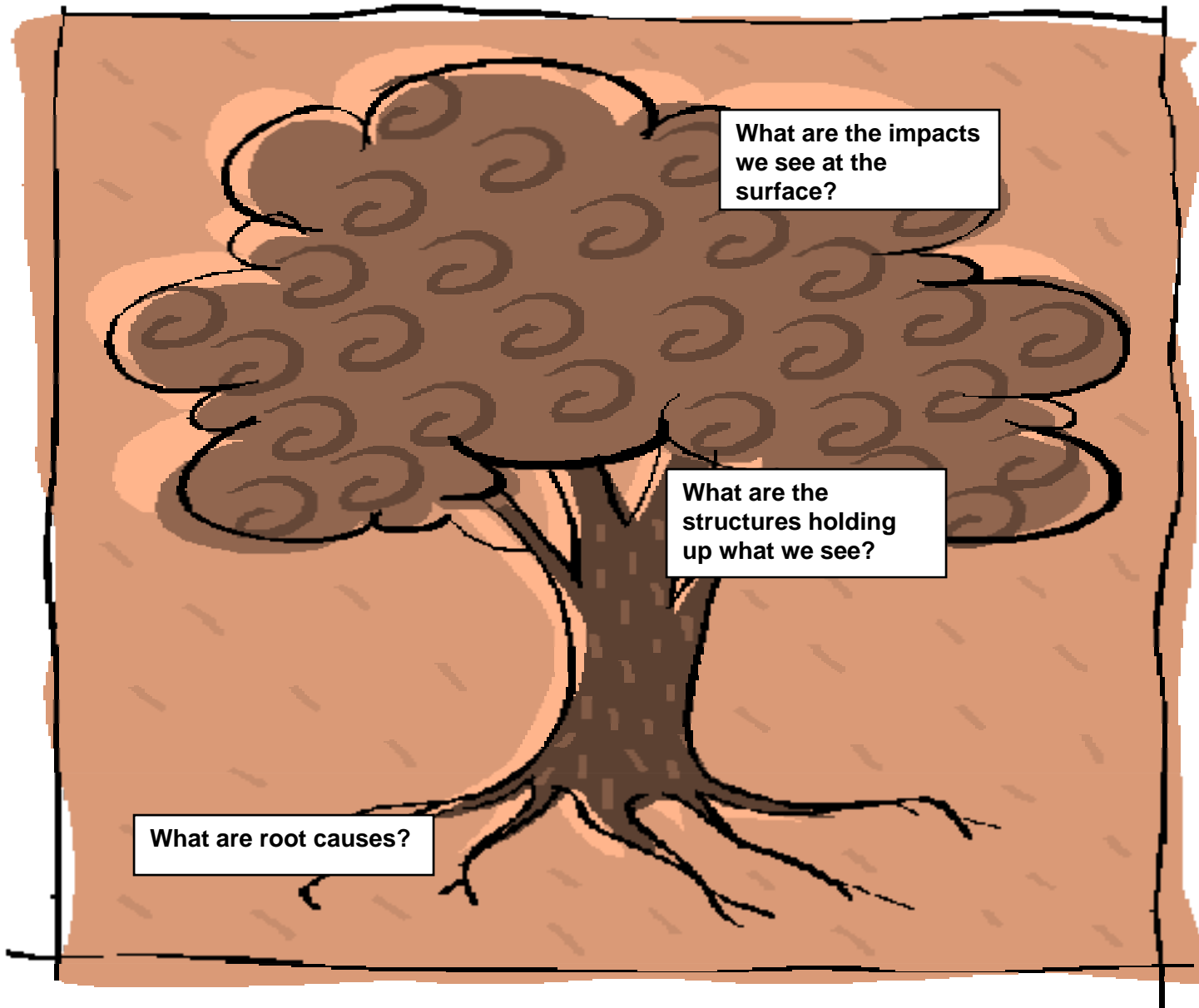
WHAT'S THE PROBLEM?

- A. People need to know better (Information gap)
- B. People need to do better (Behavior/culture gap)

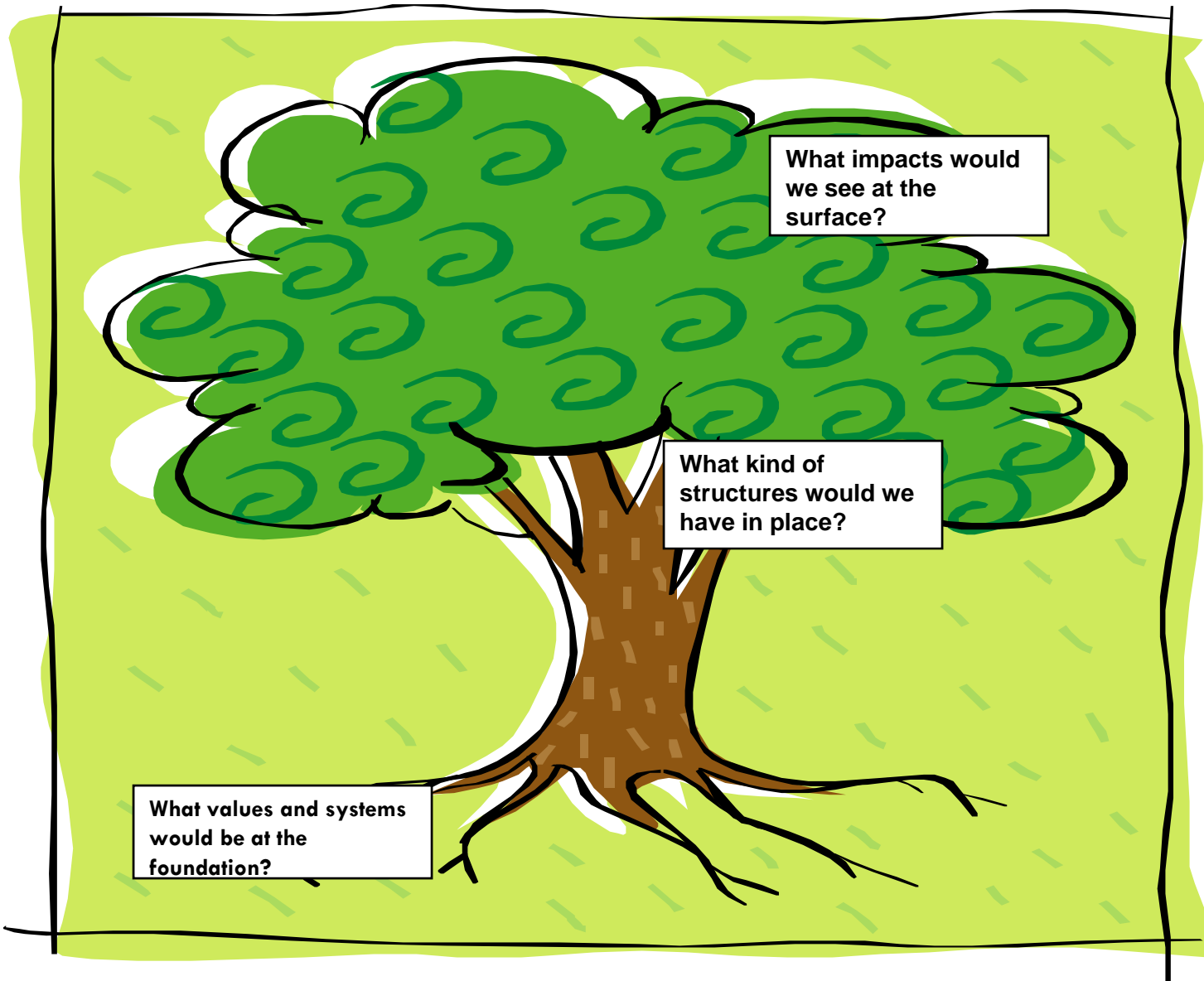
OR

- C. Our people need better -- power and influence --
and some folk need less
(Power Gap)

How do power relations shape health today?



What does society look like with health justice?

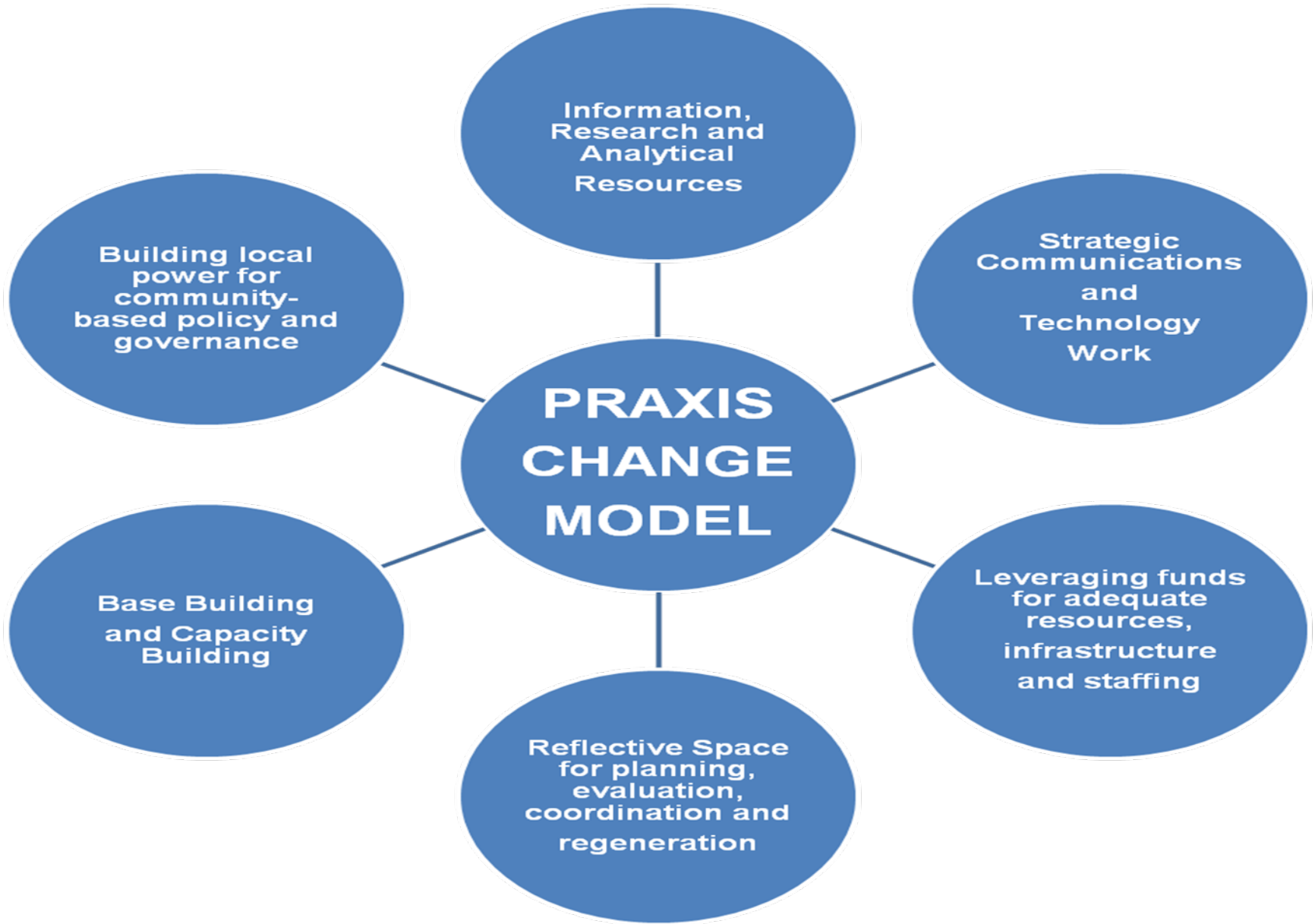


Why don't we have [health] justice?

- A few of the factors...
- **No compelling public agenda** -- lack of political priorities to garner appropriate resources, attention
- **“Those people” won't ever change** -- institutionalized stories (biological, medical, social] that some are unworthy, incapable, undeserving
- **It can't be done** -- Gaps in technical know how reinforced by gaps in research priorities and program practice

Q: Where do we begin?

A: Developing strategies and infrastructures that support movement building for health justice.



What makes a Health Justice approach different?

Traditional Approach

- Single issue focus on individual behavior change and “cultural” context
- Primary strategies: education and programmatic interventions by professionals targeting those affected
- Funding to service providers and researchers
- TA delivery is “vertical” and short term and static

Health Justice Approach

- Multi-issue focus on policy and environmental change and political context shaped by racism, privilege and power
- Primary strategies: organizing, media and policy advocacy by those affected targeting decisionmakers
- Funding to community organizing, advocacy and research to change power relations, the environment
- “Circular” TA support: mutual, long term relationships; movement building

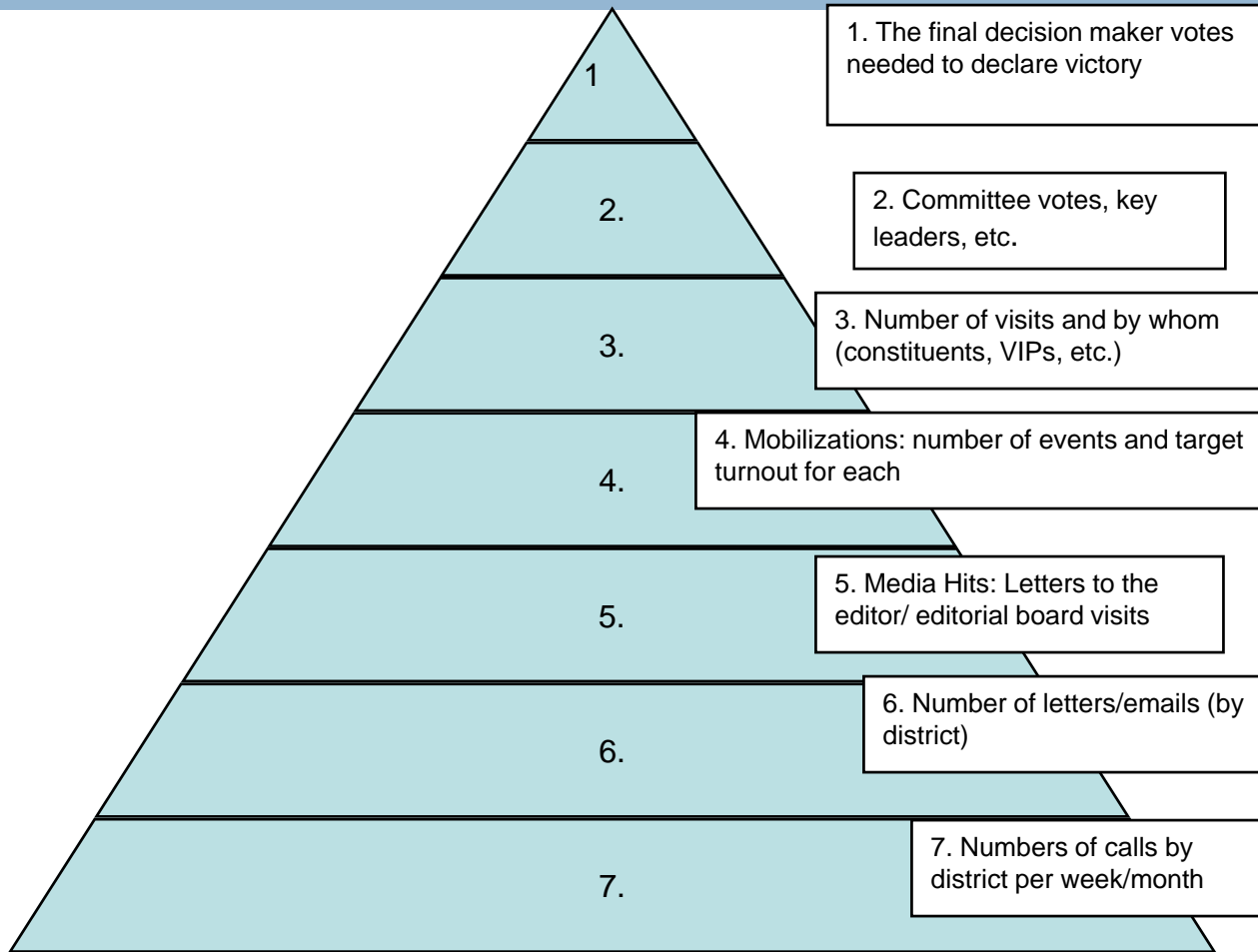
Developing Power Strategy

- Opening Game: What will it take to get on the radar screen?
- Middle Game: What will it take to be a major influence?
- End Game: What will it take to declare victory?

Developing communications strategy

- Vision of Victory
- Hidden Transcript
- Building Power
- Good Ideas
- Milestones/Increments
- Connecting the dots
- Making sure our work adds up

Pyramid of Power



The Opposition Wants You to Focus on Individual Responsibility

Fred, your butt is getting huge.



Who can we sue?

It's no joke. Trial lawyers are suing restaurants and food companies because their clients eat too much.

Find out more about the attack on personal responsibility at:

www.ConsumerFreedom.com

YOU
ARE TOO
STUPID

...to make your own food choices. At least according to the food police and government bureaucrats who have proposed "fat taxes" on foods they don't want you to eat. Now the trial lawyers are threatening class-action lawsuits against restaurants for serving America's favorite foods and drinks.

We think they're going too far.



It's your food. It's your drink. It's your freedom.

Find out more about attacks on your favorite foods and drinks at

ConsumerFreedom.com

The top of the slide features a decorative header with a solid orange rectangle on the left and a wider blue rectangle on the right. The text "Thank you!" is centered within the blue rectangle in a white, sans-serif font.

Thank you!

Visit the site to learn more about training and funding opportunities. Residential trainings on communications, organizing and policy advocacy are in January, March and May 2009.

The Praxis Project www.thepraxisproject.org