AWARENESS + COMMUNITY ACTION = CHANGE

KNOWLEDGE OF THE SITUATION
- Research the issue and community members’ knowledge, attitudes, beliefs, and behaviors (KABBs).
- Gather local statistics.
- Develop a clear analysis and definition of the problem in your community’s context.
- Document all activities for your own analysis as well as to educate and inform others.

ORGANIZATION AND PREPARATION OF YOUR PROJECT
- Conduct trainings, community forums, focus groups, recruitment.
- Develop new leadership to learn new skills.
- Use participatory process to develop an informed and flexible strategy.
- Take care of each other throughout the process.

CHANGE
- Personal
- Group
- Institutional
- Community

GAINING SUPPORT FOR YOUR ISSUE
- Build relationships with community leaders and allies.
- Educate and inform decision-makers.
- Develop a press list and a media strategy.
- Transmit your message to the public through a variety of channels.
- Create opportunities for every person to take ACTION.

MOBILIZATION
- Build the capacity of your group and community members to take action at different levels: personal, group, coalition, community.
- Use participatory methods in your activities.
- Recruit and support new YWAT members and other types of volunteers at every community activity.