Social Change
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Policy Change

Political power
Educated public
Healthier social norms
Accountability

Strategy
Stepwise: Each policy victory is a step toward the next level
Rule of Thirds: Choose goals which energize supporters while attracting the middle Third

Leadership
Entrepreneurial leaders need experience in grassroots movement building and must gain the trust of grassroots activists

Capacity
Grassroots experience; Technical assistance and training; Social media

Communication
Internal: The grassroots dialogue
External: Social media and media advocacy

Passion and citizen engagement
... about a public health issue that brings people together

Preemption and Movement Building in Public Health
Movement Building: Key Components

**Strategy**

- Goals: The Rule of Thirds
  - Goals must energize grassroots advocates, and...
  - Appeal to the middle third

**Stepwise**

- Each policy victory is a step toward the next

**Communications**

- Internal: The grassroots dialogue
- External: Social media and media advocacy

**Leadership**

- Grassroots passion and engagement
- Trust
- Experience building and managing movements
- Grassroots leadership development

**Capacity**

- Network management
- Media, old & new
- Technical assistance and training

Preemption and Movement Building in Public Health: www.PMBPH.org. For more information, contact Mark Pertschuk @ pertschuk@gmail.com.