



**Preemption and
Movement Building
in Public Health**



**Public Health
Law Center**
AT WILLIAM MITCHELL
COLLEGE OF LAW





**Building a Grassroots
Public Health Movement**



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**

