Grassroots Movement

Noun

1. An organized effort to address threats to the health of the community, led by citizens and grassroots groups.

2. How to create enduring social change in public health.

Usage: <Grassroots movements don’t just change laws – they change society.>

The Benefits of Public Health Movement Building

- Policy Change
- Innovation
- Social Change
- Compliance
- Self-Determination
- Social Capital
- Sustainability

Political Power

Educated Public

Local Control

Engaged Citizens

Public Health Capacity