Strategies for Change

- RAISE AWARENESS
  - Help the public/stakeholders understand the issue better
- BUILD A COALITION
  - Build your base by bringing together stakeholders who care about the issue
- ADVOCATE
  - Work to change policy or systems
- CHANGE INDIVIDUALS
  - Change how people think, act, feel around a particular issue
- CHANGE INSTITUTIONS
  - Change policies, structures, laws; change how institutions operate