



**HIV  
ADVOCACY  
NETWORK**

# PRINCIPLES OF COMMUNITY ORGANIZING

**Building People Power For  
Social Change**

# HIV Advocacy Network

# Mission

SFAF's HIV Advocacy Network (HAN) is a grassroots group of LGBTQ & HIV activists in the Bay Area fighting to end the HIV/AIDS epidemic and to improve the lives of communities impacted by HIV.





**HEALTH JUSTICE**



**HARM REDUCTION**



**AGING JUSTICE**



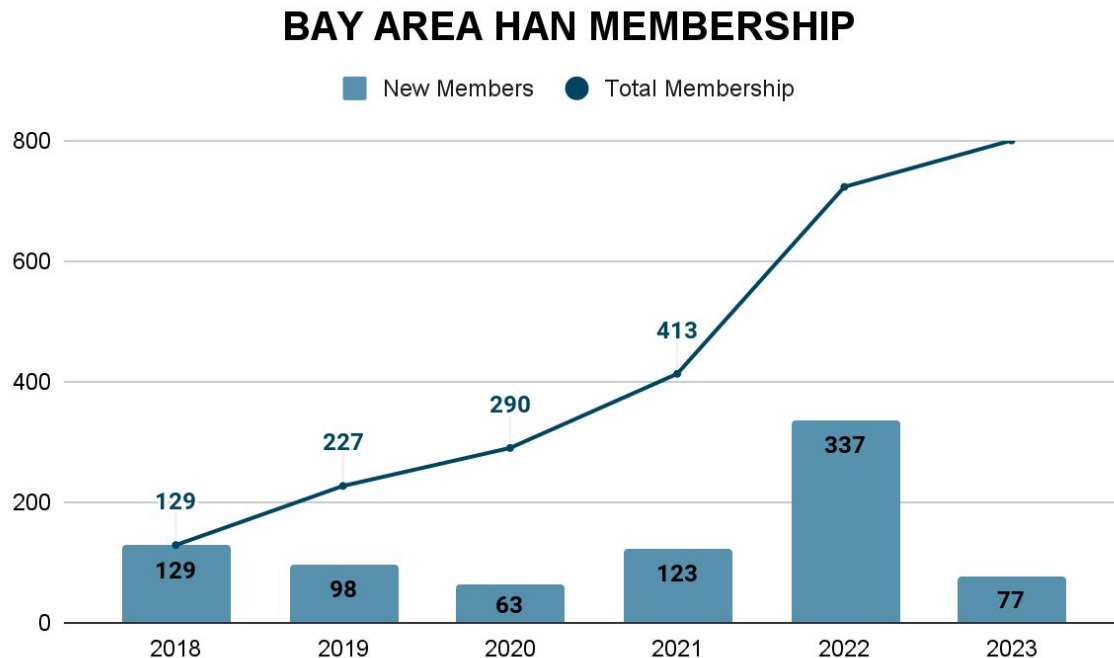
**HOUSING JUSTICE**



**SOCIAL JUSTICE**

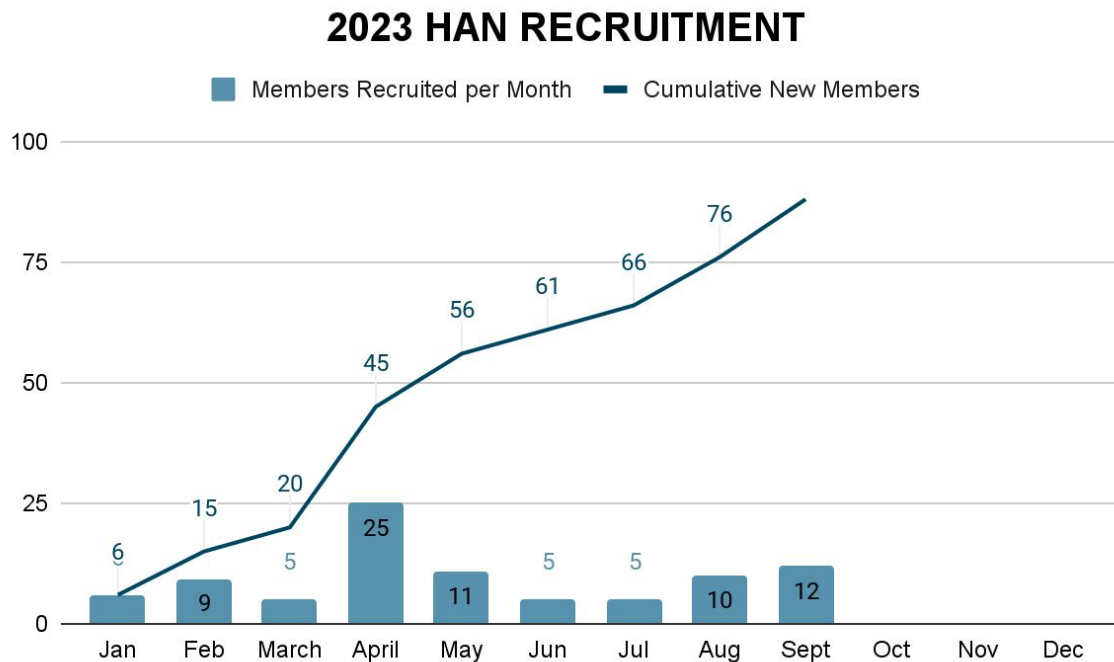
# HAN Members

Overall  
membership  
increased to **723**  
total members



# 2022 HAN Recruitment

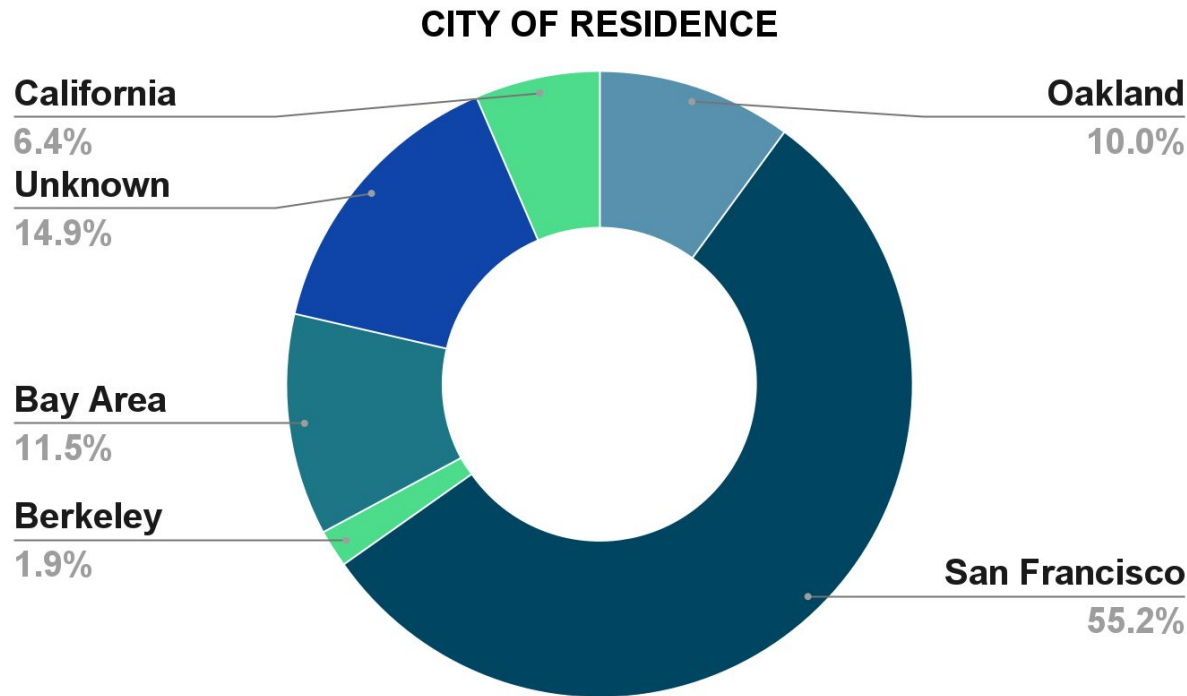
Recruited **313 new members** in 2022



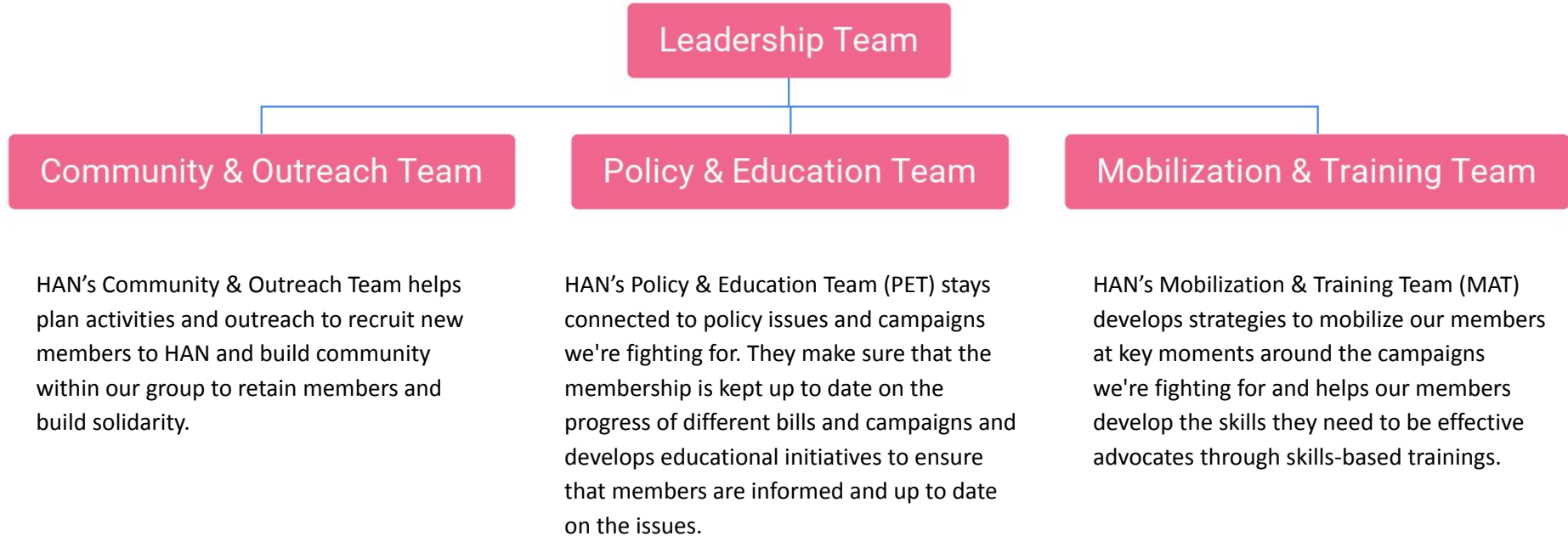
# City of Residence

Members live throughout the bay area & CA

- 55% - SF
- 10% - Oakland
- 2% - Berkeley
- 18% - broader bay area & CA
- 15% - Unknown



# Leadership, Teams & Core Functions





# Fundamentals of Organizing

**What is power?**

# Definition & Principles of Power

**DEFINITION:** Ability to get a decision-maker to say yes to you, even though they may not initially agree with your demands.

- Specific to the relationship with an individual decision maker
- Specific to the context you're organizing in

**IMPORTANT:** Having power means there are real consequences for the decision-maker if they say no.

# Continuum of Methods for Addressing Social Problems

**Works within  
Existing Power  
Relationships**

**Challenges  
Existing Power  
Relationships**

**Social Service**

**Self Help**

**Research &  
Education**

**Advocacy**

**Direct Action  
Organizing**

**What is the difference  
between an “organizer”  
and an “activist?”**

# Principles of Organizing

1

## **Win concrete improvements in people's lives.**

Even when the issues are big, complex, or long-term; we must break it down into smaller concrete and winnable campaigns. Without concrete actionable campaigns, there's no way to measure success in making change happen.

2

## **Make people aware of their own power.**

Organizing means building and exercising people power. It's crucial that we help people see the value in united action to make change happen.

3

## **Alter the relations of power.**

- Build strong organizations and groups
- Pass new laws and budgets that address structural inequality
- Build the movement by allying with others groups

**What is “strategy?”**

# Strategy

The **overall plan** that your group or coalition uses, **based on a careful power analysis**, to make a public official or another decision-maker agree to your goal/ demand.



# Stages of a Strategic Campaign

## Choose an Issue & Develop a Strategy

Identify a problem and a solution and a plan for winning your campaign.

## Communicate with Decision Maker

Open lines of communication with the person(s) who have the power to give you what you want. Make your case, sometimes the issue is resolved, if not move on to the next stage of a campaign.

## Begin Outreach & Org Build

Every campaign is a chance to build your people power and prepare folks for a large turnout action. Build support & momentum for your group & cause.

## Stage Encounters

Engage with the person(s) who have the power to give you what you want. You may still be too small or weak to be successful, continue to build your power and pressure the decision maker.

## Win or Regroup

After a series of successful build-up events it's time to confront the decision maker. If victory or compromise is not reached, be prepared to escalate tactics..

**SILENCE  DEATH**

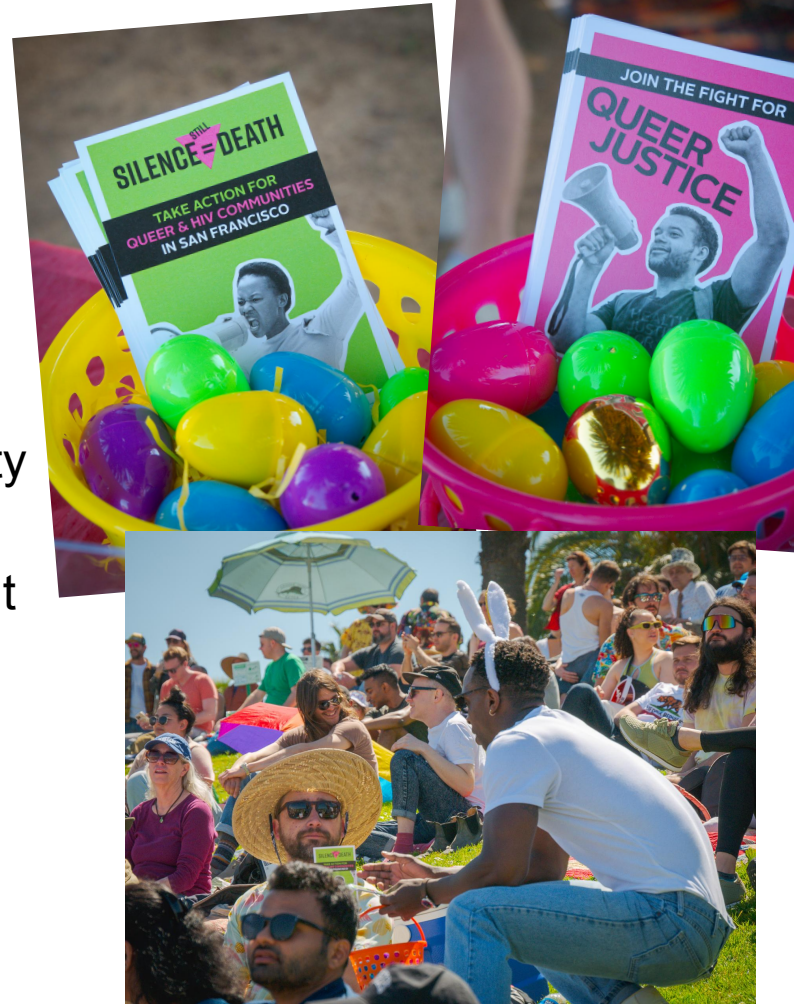
Fund HIV Communities in San Francisco.

# Case Study:

# San Francisco Budget

# Building People Power!

- **Recruitment**
  - Presented to 16 groups in the HIV community
  - Organized 3 canvasses in the community
- **Knowledge is Power**
  - Developed a Budget Priorities Document
  - Developed Talking Points
  - Hosted a SF HIV Budget Townhall



# Activating Our Power!

- **Mobilization**

- March to City Hall & Rally on the steps
- 11 Constituent meetings
- Over 280 advocates sent in over 3,330 emails to elected officials



# HIV Community Budget Proposal



| <b>PRESERVE THE HIV CARE SAFETY NET</b> | <b>BACKFILL CUTS</b> | <b>NO CUTS!</b>        |
|---|----------------------|------------------------|
| <b>MENTAL HEALTH FOR LTS</b>            | <b>\$500K</b>        | <b>FIGHT CONTINUES</b> |
| <b>HIV HOUSING SUBSIDIES</b>            | <b>\$3 MILLION</b>   | <b>\$1.25 MILLION</b>  |
| <b>SUPPORT HIV ORGANIZATIONS</b>        | <b>\$500K</b>        | <b>\$500K</b>          |
| <b>INTENSIVE CASE MANAGEMENT</b>        | <b>\$500K</b>        | <b>FIGHT CONTINUES</b> |
| <b>OVERDOSE PREVENTION SITES</b>        | <b>\$1-2 MILLION</b> | <b>\$18 MILLION</b>    |

# Demand Action Against Monkeypox Now (DAAMN)

Case Study:  
MPX



# Building People Power!

- **Recruitment**

- Canvassed in vaccines lines in San Francisco & the east bay (2150 Petition Signatures)
- 100+ member MPX General Chat
- 31 member MPX Comms & Storytelling Chat
- 33 member MPX Actions Chat
- 20 member MPX Outreach Chat

- **Building Knowledge**

- SFAF Monkeypox Townhall
- DAAMN Activist Townhall





# Activating People Power

## Protests

- Protest Outside HHS
- Cut the Red Tape Protest

## Public Comment

- Public Comment at the BoS Hearing on MPX
- Public Comment at Senate Select Committee Hearing on MPX

## Media Engagement

- Lifted up stories of folks experiencing symptoms & trying to access vaccines
- Highlighted the gaps in the system and failure of governmental response



# Victories

- **Transparency**
  - SFDPH case count public dashboard
  - SFDPH weekly meetings
- **Vaccine Access**
  - Increased eligibility to include sex workers & TGNC folks
  - Vaccine access increased dramatically, through an EUA approved at the federal level
- **Public Health Response**
  - San Francisco, CA & federal PHE unlocks funding and cuts red tape
  - \$41.5 million in state emergency funding



# **END THE EPIDEMICS**

**DAY OF ACTION 2023**

Case Study:  
California Budget



# END THE EPIDEMICS

Californians Mobilizing to End HIV,  
STIs, Viral Hepatitis & Overdose



## Day of Action

May 15, 2023

# Building People Power! EtE Week of Action 2023

- 116 Advocates
  - 38 CA Assembly Districts
  - 27 CA Senate Districts
- Events & Trainings
  - Rally at Capitol Mall
  - March
  - Advocate Trainings
  - Happy Hour



Photo by Brooke Anderson | @mowhempirephotographer



# End the Epidemics Budget Victories

## END THE EPIDEMICS

Californians Mobilizing to End HIV,  
STIs, Viral Hepatitis & Overdose

|  |              |              |
|--|--------------|--------------|
| INVEST IN HARM REDUCTION                 | \$61 MILLION | \$61 MILLION |
| HEPATITIS C PREVENTION & LINKAGE TO CARE | \$15 MILLION | \$15 MILLION |



**Paul Aguilar, HAN Member**

# Get Involved!

Text **RESIST** to the  
number **52886** to receive text  
updates and action alerts

# Questions?

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