AWARENESS + COMMUNITY ACTION = CHANGE

KNOWLEDGE OF THE SITUATION
• Research the issue and community members’ knowledge, attitudes, beliefs, and behaviors (KABBs).
• Gather local statistics.
• Develop a clear analysis and definition of the problem in your community’s context.
• Document all activities for your own analysis as well as to educate and inform others.

ORGANIZATION AND PREPARATION OF THE CAT
• Conduct trainings, community forums, focus groups, recruitment.
• Develop new leadership and opportunities for people to learn new skills.
• Use participatory process to develop an informed and flexible strategy.
• Take care of each other throughout the process.

CHANGE
• Personal
• Group
• Institutional
• Community

GAINING SUPPORT FOR YOUR ISSUE AND YOUR CAT
• Build relationships with community leaders and allies.
• Educate and inform decision-makers.
• Develop a press list and a media strategy.
• Transmit your message to the public through a variety of channels.
• Create opportunities for every person to take ACTION.

MOBILIZATION
• Build the capacity of your group and community members to take action on different levels: personal, group, coalition, community.
• Use participatory methods in your activities.
• Recruit and support new CAT members and other types of volunteers at every community activity.

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