



Messaging

Session 6 Leader SALTA



EHC Leader Definition

- **An EHC leader/representative is committed to making social change in his/her community to improve the quality of life and is willing and able to influence other community members and decision makers toward reaching that goal.** An EHC leader demonstrates certain personal characteristics, fulfills responsibilities, and has decision-making authority. The following is a description of the majority of characteristics and responsibilities of a leader/representative. Most leader/representatives will possess many but not all of these.

EHC Leader Responsibilities

Inform their neighborhood network of residents

Make presentations to groups

Is an EHC spokesperson to the media

Testify at public hearings and meetings

Lobby government officials to take specific action

Represent EHC and community perspectives in educational tours, at funder site visits and other meetings

The EHC Brand – the logo



The EHC Brand – The Tagline



EMPOWERING PEOPLE. ORGANIZING COMMUNITIES. ACHIEVING JUSTICE.



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Positioning Statement

Environmental Health Coalition (EHC) builds grassroots campaigns to confront the unjust consequences of toxic pollution, discriminatory land use, and unsustainable energy policies. Through leader development, organizing and advocacy, EHC improves the health of children, families, neighborhoods and the natural environment in the San Diego/Tijuana region.

Introducing Yourself

Hello, my name is ____ and I'm a leader with the Environmental Health Coalition.

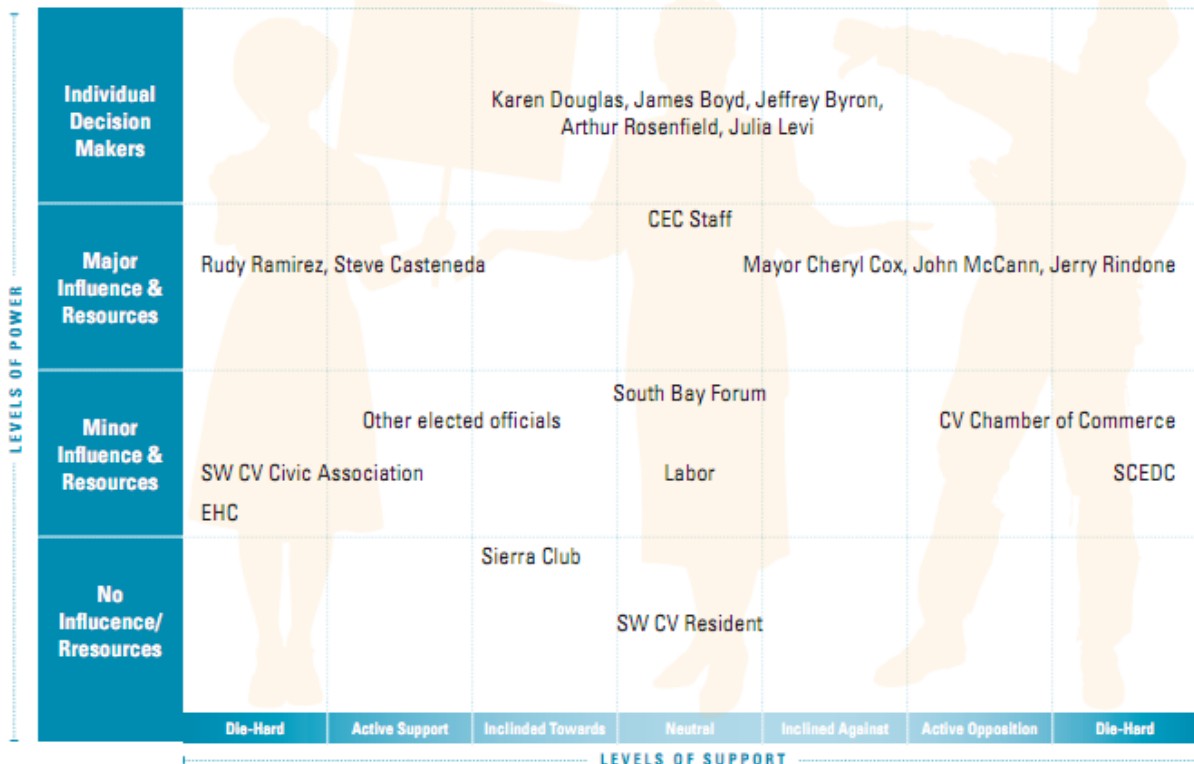
- 1. Environmental Health Coalition builds grassroots campaigns to confront the unjust consequences of toxic pollution, discriminatory land use, and unsustainable energy policies.*
- 2. Environmental Health Coalition's strategies are to develop leaders and to organize and advocate for environmental justice.*
- 3. Environmental Health Coalition works to improve the health of children, families, neighborhoods and the natural environment in the San Diego/Tijuana region.*

Power Analysis

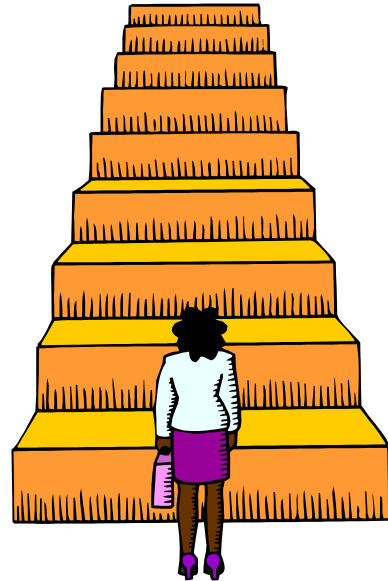
GOALS: Protect health of Southwest Chula Vista Residents

OBJECTIVE: Denial of the MMC Energy Plant Application for Expansion

ULTIMATE DECISION MAKER: California Energy Commission



Benefits of and Obstacles to Reaching Objective



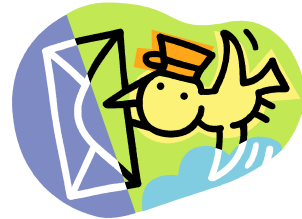
The 3 Parts of the Message



Envelope



Contents



Messenger

The envelope





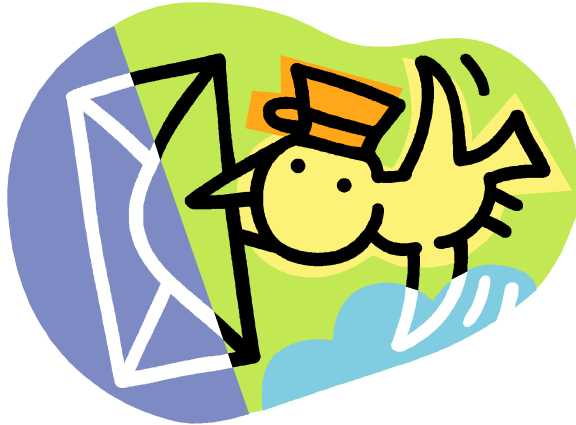
Environmental Health Coalition
National City, CA 91950

Spanish Speaking Residents
Southwest Chula Vista
Canvassing door-to-door
Chula Vista, CA 91910

The “contents”



The “Messenger”



The “contents”



- The Message
 - EHC introduction
 - problem/solution/action
 - incorporates personal story(ies)
- Fact Sheet/Petition

The Message





**P
S
A**

Additional Materials for Messenger

MMC Fact Sheet



MMC Petition

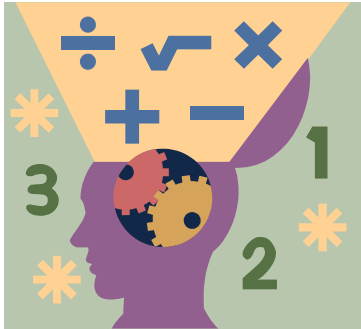
To the Chula Vista City Council:

Please join the residents of Southwest Chula Vista in opposing the expansion of the MMC Energy Plant.

(signature) (date)

(signature) (date)

2 Ways of Viewing the World



3 Elements of a Good Story



Providing feedback

- Was there a character, plot, intention?
- What did you connect with in the story?
- What emotions were conveyed?
- Did you feel empathy?
- Did you get the point of the story?
- How could the story be improved?
- Were you convinced? Would you take the requested action?

EVALUATION

SALTA
COMMUNITY
LEADERSHIP
TRAINING PROGRAM