

## Whom Should I Educate?

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- ▶ **Family:** Winning allies for Plan A begins at home. Educate your spouse or partner, children, parents, siblings, grandparents, and anyone else willing to listen. Ensure that those closest to you know what is at stake. Talking to your family is a good way to practice talking about the campaign.
- ▶ **Friends and Neighbors:** Take advantage of the fact that an overwhelming majority of Americans support access to contraception and comprehensive sexuality education. Most likely, your friends and neighbors share this view but may be unaware that we can no longer take access to contraceptive information and services for granted. Educate them about the issues through casual conversations. If they seem interested, suggest that they sign up for Plan A.
- ▶ **Groups:** Identifying and connecting with allies are important aspects of effective advocacy. More voices equal more power. As an individual, talk about the Plan A campaign at your PTA meetings, book club gatherings, and exercise classes. NCJW section leaders should reach out to progressive organizations that deal with related issues (public health, youth issues, education) to inform them about Plan A. Make sure that you share Plan A information with those organizations that already deal with family planning and reproductive health issues so that they know they can count on you as a partner.
- ▶ **Religious Affiliates:** For many Americans, their progressive social values are deeply rooted in their religious beliefs. Religious leaders, as well as those who strongly identify with their faith group, can be important allies in the fight to expand access to contraception. Reach out to your clergy leaders to tell them about the Plan A campaign. Ask them to consider speaking about it in a sermon or newsletter article. Enlist them as partners for Plan A events and action.

## How Should I Educate?

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There are a variety of ways to educate others about the Plan A campaign. What's most important is that you speak from your heart about these issues and share why you believe that contraceptive access is critical to women's equality and religious freedom. Make use of the Plan A fact sheets. The information you gather about your community by using the Healthy Community Checklists should be shared with others.

- ▶ **One-on-one conversations:** One effective way to share the message of Plan A or any other advocacy campaign is through a direct, personal, face-to-face conversation. Open up a one-on-one dialogue over coffee with family, friends, or colleagues, or set up a meeting with a community leader. Ask them for their views and try to answer their questions and concerns. Make sure that when the conversation is finished, they leave with the tools needed to learn more and to educate others. This method works well with individuals with whom you are already acquainted.
- ▶ **Phone calls:** When in-person meetings are not feasible, phone calls provide a good alternative. Set up a time to talk with leaders of local community or religious groups to tell them about Plan A. Follow up after the call with an email or deliver copies of the campaign issue fact sheets so they can learn more. NCJW sections might organize a lunch or coffee for these leaders to informally introduce them to the campaign with the goal of getting their endorsement and collaboration.
- ▶ **Emails:** A quick and effective way to reach busy people in particular is via email. Send an email about the campaign to your address book to invite your contacts to learn more by visiting the Plan A section of the NCJW website at [www.ncjw.org](http://www.ncjw.org). Use the Tell-A-Friend feature when you receive a Plan A action alert from NCJW to share it with others. Follow up your email with a phone call when appropriate. And, remember not to spam your friends!
- ▶ **House Parties:** A house party is a great way to educate a small group of people (such as neighbors or colleagues) in an informal social environment. Provide materials about Plan A and take a few minutes to speak about the campaign to your guests. Then open up the discussion to the group to share their experiences with these issues. Add an action element whenever possible.
- ▶ **Town Hall Meetings:** If you are looking to reach a wider audience, plan and publicize a public town hall meeting or community event. Invite "experts" on the various topics to speak and provide Plan A materials and sign-up forms at an information table. Invite decision-makers to be on hand in the audience and invite them to briefly address the gathering, giving their views.

**Be creative.** These are only a few suggestions for spreading the word and educating people about Plan A. Have fun coming up with other ideas for reaching out to educate and involve individuals and like-minded groups. Please share your ideas with NCJW so that we can let others know what you are doing.