

# National Action Program Report

To: National NOW Board Members

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## Overview

In March of 2017, the National Action Center launched the newly expanded National Action Program (NA Program). This program is NOW's set of action priorities for activists around the country and it includes five campaigns: (1) End the Sex Abuse to Prison Pipeline (to become the "End the Criminalization of Trauma" campaign); (2) Ratify the Equal Rights Amendment; (3) Mobilize for Reproductive Justice; (4) Advance Voting Rights; and (5) Protect Immigrant Rights. These campaigns encompass NOW's six key issue areas, and provide concrete actions our local chapters, state organizations, members and activists can take to address the pressing issues we face today.

Below you will find an update on what has been done so far for each of the five campaigns. The Resolutions being presented and voted on at the Annual Conference will then outline where these campaigns will go in 2017-2018.

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## Mobilize for Reproductive Justice

There is no question that the current administration poses a very real threat to women's reproductive healthcare across this country. Of particular concern since the launch of this campaign have been: 1) the nomination of Neil Gorsuch to the Supreme Court, 2) the effects of a repeal of the ACA on reproductive rights; and 3) plans to defund Planned Parenthood.

To this end, the NA Program team has created:

### Activist Toolkit

- Info Brief: Neil Gorsuch & the Future of Reproductive Health  
*Provides background on Neil Gorsuch and what his nomination to the Supreme Court could mean for women and their reproductive health.*
- Info Brief: The AHCA & Women's Health  
*Covers the basics of the AHCA and its impact on women's reproductive rights*
- Info Brief: ACA & the Reproductive Health  
*An overview of the ACA, its support of women's health, and its importance for millions of Americans.*
- Myths & Facts: The American Health Care Act  
*What is true or false about the ACA and the AHCA*
- Take Action Brief: The ACA & Reproductive Health  
*Provides guidelines for how to reach out to your representatives, and what to ask that they do, when it comes to the ACA and reproductive health.*
- Reproductive Justice Resources  
*A compilation of reproductive justice resources; everything from abortion to intersectional reproductive justice.*
- Phone Script: Oppose Gorsuch
- Phone Script: Call your members of congress and tell them to oppose Trumpcare!

- Social Media Toolkit for Reproductive Justice

### Actions

- Sent out emails to full subscriber list encouraging activists to:
  - Call their Senator and demand a filibuster to the Gorsuch nomination
  - Call their Representative and demand they vote no to the AHCA in the House
  - [Call/Text their Senator and demand that they vote no to the AHCA in the Senate](#)
- Email Your Senators — Stop the AHCA!  
*Online form that facilitates sending an email to Senators demanding that they oppose Trumpcare.*
- Social Media: *In general, this campaign in particular has been very active on social media; details on that in the Social Media section below.*  
Facebook Actionsprout Petition - 'Filibuster Neil Gorsuch!'  
Twitter Storm re: AHCA

### Press & Media

- [Press Statement re: ACA Success](#)
  - ACA Op-Ed - The Hill: "[TrumpCare Will Fail All Women](#)"
  - Gorsuch Op-Ed: US News & World Report: "[Neil Gorsuch's Contempt For Women](#)"
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## **Advance Voting Rights**

Our AVR campaign is bringing a feminist lens to the issue of voter suppression, showing how it affects all women, and disproportionately women of color, low-income women, students and the elderly. We are also starting to put resources behind getting feminist women elected to office.

To this end the NA Program has so far created:

### Activist Toolkit

- Info Brief: Voting Rights As A Feminist Issue  
*How does the issue of voter suppression disproportionately affect women.*
- Info Brief: *Shelby v. Holder*  
*Provides background on the 2013 Supreme Court case that opened the floodgates for discriminatory voting policies across the country.*
- Info Brief: Racial Gerrymandering  
*How racial gerrymandering begins, who it affects, and why the problem has become endemic in Republican states around the US*
- Info Brief: The Myths and Facts on Voter Suppression  
*Myths and facts about the role that voter suppression currently plays in the lives of many across this country.*
- Info Brief: Why Women Should Run For Office  
*Currently women in the U.S hold less than 20% of Congressional Seats and 10% of Governorships. This needs to change.*
- Voting Rights Resources  
*A compilation of voting rights resources; everything from racial gerrymandering to what to do if you feel you have been a victim of voter intimidation*

- Social Media Toolkit for voting rights

### Actions

- Facebook Live Event: Voting Rights In America: A Look At Voting Rights In The US  
*This panel included Barbara Arnwine of the Transitional Justice Coalition and Voting Rights Alliance, Reverend Lennux Yearwood of the Hip Hop Caucus, and Monica Weeks from DC NOW. The video received over 4,000 views and reached over 12,000 people on Facebook.*
  - Coalition Work: The Voting Rights Alliance  
*NOW is a proud member of The Voting Rights Alliance (VRA), a national coalition that combats federal and state legislation that suppresses the voting power of citizens. Through our work with the VRA--which includes Transformative Justice Coalition, The Hip Hop Caucus, and Rock the Vote among others--we have conducted three Facebook Live panels on issues of gender, race, and economics with regards to voter suppression. In addition to education and advocacy, the VRA has also partnered with the Voting Rights Legislative Caucus, a committee of House representatives such as Keith Ellison, Terry Sewell, Robert 'Bobby' Scott, and Mark Veazey. In working with this caucus, we hope to facilitate a stronger relationship with our allies on the Hill and utilize the power of our grassroots activists in supporting legislative actions around voting rights. In line with this, the VRA hopes to formally announce our support of a comprehensive bill that adequately and fairly addresses issues of voter suppression in the coming month.*
  - Chapter Work: Florida  
*One of the primary goals of the NA Program is to provide our grassroots activists with concrete ways to get involved within their state. Florida's Voting Rights Restoration Act (VRRRA) is our latest effort in this vein. The VRRRA is a ballot measure that aims to re-enfranchise Florida's 1.5 million non-violent felons. Our work on this campaign has included facilitating relationships with the Florida Rights Restoration Coalition and the 'Say Yes To Fair Democracy' Campaign. We are also creating resources for activists on-the-ground to become a part of the signature canvassing process and to become community educators around Florida's harsh felon disenfranchisement laws.*
  - [Online Petition](#)  
*Individuals can sign on in support of ending voter suppression.*
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### **End the Sex Abuse to Prison Pipeline → End the Criminalization of Trauma**

In May, the NA Program team suggested a renaming of this campaign. Four of the five campaigns in the program have names which are rather broad: Mobilize for Reproductive Justice, Protect Immigrant Rights, Advance Voting Rights and so forth. However, within each campaign, we have a specific focus and are finding NOW's angle or value add. This begged the question: should we in fact broaden the frame of the Sex Abuse to Prison Pipeline campaign to allow us more flexibility, if for example, we wanted to shift focus slightly. Changing the name to "End the Criminalization of Trauma" would allow such flexibility, and would better align with the other campaign names. Furthermore, "sex abuse to prison pipeline" was a term coined by Rights4Girls and we want to ensure we are lifting up our allies and not unintentionally stepping on toes.

Our action agenda for this work has however remained focused on using Title IX to ensure appropriate services for middle and high school girls who experience trauma in their lives, whether at home or elsewhere. When girls who are survivors of trauma do not receive the wraparound services they need and get pushed out of school, they are being denied their equal education opportunity as enshrined in Title IX. As such, the NA Program so far has been building out our resources for activists interested in engaging with their school districts, boards and Title IX Coordinators:

### Activist Toolkit

- [Info Brief: Title IX and Trauma Informed Services for Middle and High School Students](#)  
*Outlines the importance of Title IX for middle and high school students who have experienced trauma in their lives, and their need for wrap-around trauma-related services, as opposed to discipline and school push-out.*
- [Take Action: Title IX and Trauma Informed Services for Students](#)  
*A step-by-step guide on how an activist can work with a local school district and their Title IX Coordinator(s) to address the issue of criminalizing trauma.*
- Take Action: Call the Title IX Coordinator in Your School District!  
*A guide for how to reach out to the Title IX Coordinator in your local school district and discuss the school's implementation of a Title IX strategy.*
- Take Action: Call Your Local School Board/Commission!  
*A guide on how to reach out to the schools in your area who do not have a Title IX Coordinator in place.*
- Social Media toolkit for Title IX and trauma informed services.

### Other

The team has been meeting with other allies working on aspects of this issue, namely Rights4Girls--the authors of the *Sex Abuse to Prison Pipeline: A Girls' Story* report--AAUW, and will soon be meeting with the National Women's Law Center. Each of these groups have their own approach to this issue, which are slightly different from our own, but being aware of one another's work and even working in tandem would be greatly beneficial for everyone. As such, we are incorporating further solidarity work into next steps for this campaign.

### Press

- [The National Action Center put out a Press Statement on DC's missing girls.](#)

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## **Ratify the ERA**

The action agenda for this campaign continues to be: pursuing a three-state strategy to ratify the ERA, pursuing a start-over strategy to ratify the ERA, advocating for an inclusive and intersectional ERA interpretation that includes equitable access to all aspects of reproductive health care and centers marginalized people, and educating and inspiring women--particularly a younger generation of women--as to why the ERA is still so important.

To this end the NA Program team has created:

### Activist Toolkit

- Target States Toolkit  
*Provides an update on the “Three State / Two State Strategy” and how activists can get involved today in specific, strategic target states*
- Info Brief: An Intersectional Approach to the ERA  
*Looks at how the ERA can be interpreted or used from an intersectional perspective.*
- Info Brief: Start Over Strategy  
*Explains the strategy and how it can be pursued.*
- Info Brief: Three-State Strategy  
*Explains the strategy and how it can be pursued.*
- Ratify the ERA Social Media Toolkit  
*This toolkit provides guidelines and suggested messaging around this issue for use on social media channels.*
- ERA Resources  
*A compilation of ERA resources; everything from the Three- State Strategy to the ERA in the States..*

*(We made phone scripts for activists to call either their State or Federal representatives and encourage them to vote “yay” on Senate Joint Resolutions 5 and 6, and House Joint Resolutions 33 and 53, however those are currently being re-worked.)*

### Actions

- Visions 4 Equality  
*Microblogging site where individuals submit their “vision for equality” with photos and written text*
- Sent out an email to Maine members about ERA action in their state
- Used social media to promote ERA action in ME, encouraging folks to call their reps
- Sent out an email to Illinois members about ERA action in their state
- Used social media to promote ERA action in IL, encouraging folks to call their reps
- Social Media
  - Promotion of ERA Nevada win and NOW’s continued presence in the fight
  - Supported Representative Carolyn Maloney at her DC-based rally/press conference highlighting the importance of the ERA in the era of Trump

### Press & Media

- Press Statement: ERA Nevada Victory
- [Pumping Life into the ERA](#) (NYTimes)

## **Protect Immigrant Rights**

Issues around immigration are not new; they have been ongoing for a long time. However, undocumented immigrants and refugees are now under even further attack by the Trump administration, and these attacks disproportionately affect women and families. With this campaign, we hope to continue building upon NOW’s strong history advocating for the rights of immigrant women and placing a feminist lens on the issue of immigration more broadly, demonstrating the unique challenges and dangers women in particular face when trying to enter

and stay safely in the United States.

The campaign begun by encouraging activists and leaders to mobilize around the sanctuary movement, starting with Sanctuary Restaurants, in partnership with allied organization Restaurant Opportunities Center (ROC) United. The restaurant industry alone employs 1.1 million undocumented immigrants, and 52% of all restaurant workers are women.

To that end, so far NA Program team has created:

### Activist Toolkit

- Info Brief: Sanctuary Restaurants  
*Find out just what the Sanctuary Restaurants movement is all about, and how you can take part.*
- Info Brief: Women and Immigration  
*Provides a feminist lens to the issue of immigration and what challenges women and families in particular face, both in the past and in the current climate.*
- Info Brief: Intimate Partner Violence & Immigrant Women  
*Examines the challenges immigrant women may face when it comes to experiencing and reporting intimate partner violence.*
- External Immigrant Rights Resources  
*A compilation of resources for activists and immigrants on how to protect your rights.*
- Sanctuary Restaurants: Leave Behind Diner Cards  
*These are leave behinds for when activists meet with restaurant owners.*

### Actions

- \_\_\_\_\_ - Sign Up Your Favorite Restaurant!  
*This is a step-by-step guide for reaching out to a restaurant near you and encouraging them to join the Sanctuary Restaurants movement!*
- Used Social Media to spread the word about May Day related activities in the Bay Area and encouraged activists to participate; we engaged over 80,000 people in that outreach.

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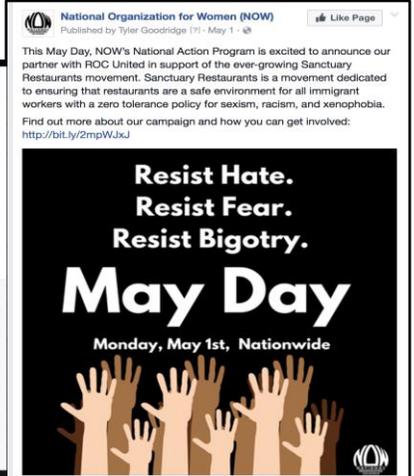
### **Other Content / Outreach / Platforms**

The NA Program team is continuing to think through ways we can better package and distribute our resources--making them more dynamic and useful--as well as what resources need to be added. We have developed one-pagers on how to lobby, generally how to use social media to raise awareness and get active, and how to write a letter to the editor and op-ed. We have also been developing our use of social media to get our materials out and to engage with activists online; this includes [making short videos](#) about the AHCA, hosting Facebook Live events on voting rights and creating webinars and podcasts to spotlight our campaigns and how folks can get involved. Finally, we are launching a Legislative Coordinator Initiative to better equip activists interested in lobbying, and to connect NA Program policy initiatives and action tool-kits to work happening on the ground.

More on all of this below!

A) Social Media

- a) Facebook: Facebook has been and continues to be, our most popular digital platform. The NA program has made a conscious effort to utilize this space to promote the campaigns of the NA program, promote the work of our chapters, and encourage followers to join our campaign initiatives. Through this work we have crafted two separate petitions using Actionsprout that have each garnered more than 100 signatures, we have promoted our coalition work with ROC United and the Voting Rights Alliance--creating and participating in a Facebook Live Event, and directed our activists to legislative action around state ERA's and the AHCA.

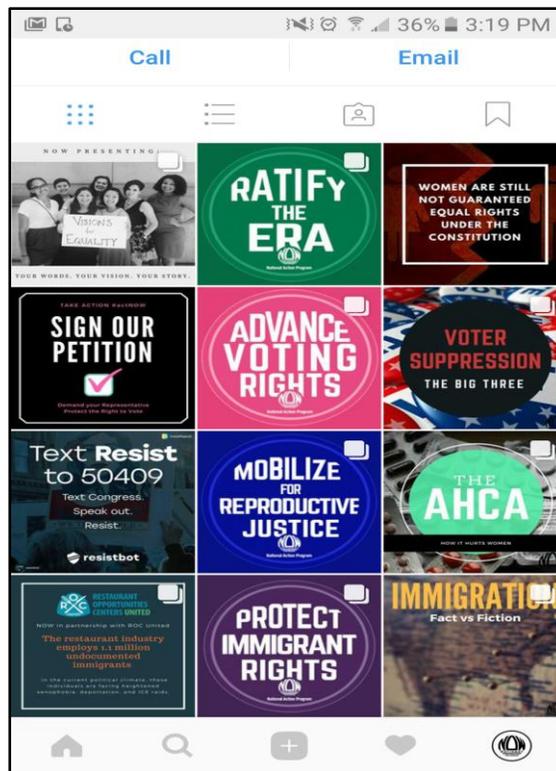


- b) Twitter: On Twitter, the NA Program aims to 1) educate and inform audiences of/about our five core campaigns, 2) boost NOW's image/brand in the digital realm, and 3) increase our audience. Over the past five months, the NA Program has taken a strong hand in creating and disseminating content for this platform. This includes original graphics, tweets, and information that is not only engaging, but educational for our audience. During this four month period, the NA Program has worked with a number of chapters on ERA social media promotion within the states. Furthermore, we have crafted a now ubiquitous narrative around the AHCA, focusing on its extreme measures that largely affect lower-income women and mothers. In a surprising twist, one of our tweets was retweeted over 10 thousand times, with one of those retweets being from Chelsea Clinton! Overall, we hope to continue with our digital work of engagement and education. Within the past four months our audience has grown by 12,000. We hope to continue this trend and increase our followers to 100,000 by September of 2017.





c) Instagram: Our Instagram page is aesthetically designed, by column, to highlight NOW's core issue area, NA Program campaigns, and action items for members and fellow activists. The page makes use of Instagram "galleries" which allow for a maximum of ten photos/videos on each post. These galleries are used to create a narrative around the issues addressed, highlight our campaign work, and create a sense of urgency around our corresponding action items. The structure of our Instagram is as follows:



B) Webinars, Vlogs and Podcasts: The NA Program has launched a webinar series that will include various vlogs, interviews, discussion panels, and live events on social media. The series will advocate for our campaigns and action items, and allow us to further engage our membership structures and other target audiences. Details are as follows:

- a) *NOW Going Live!*: Discussion panel Facebook live events, with partner coalitions, intended to uplift the causes of our allies, and inform activists on how

they can get involved.

- b) *Feminism for the Here & NOW: One-on-One*: Coffee-house style interviews with feminist leaders aimed at engaging and inspiring feminists-- especially young feminists-- by getting to know prominent figures in the movement, their work, and why it matters.
- c) *Feminism for the Here & NOW: Podcast*: Examining current events through a feminist lens with the purpose of making NOW a more accessible voice in feminist discourse, and urging listeners to take action.
- d) *NOWyouKnow*: A variety of dynamic vlogs with timely content to stream through our social media channels, build a larger platform, and contextualize our work for viewers.
- e) *Activist Toolkit Webinars*: Toolkit accessory items, via video, as a means to provide supplementary resources (e.g. lobbying tips and tricks), and craft a more personable approach to action items.

#### C) Legislative Coordinator (LC) Initiative

The LC Initiative seeks to expand the National Action Program's grassroots lobbying efforts to make a greater legislative impact. With the goal of appointing an LC in every state, LCs will uplift NOW's legislative agenda as constituents.

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## Conclusion

It has been incredibly exciting to be a part of the new National Action Program team over the last four months. We feel there is so much this program can both offer and benefit from activists across the country. It is clear that people are looking for concrete ways to get involved with the issues they care about and we want to be sure we are providing ways to do just that. We also want to be sure we are tapping into the needs of our members, chapters and leaders across the country, and can evolve and adapt our materials as needed. We are a new program and as such, have much work to do in terms of a) getting the word out about the National Action Program and its purpose, b) building out our action-oriented toolkits and making sure they are usable and relevant for activists, c) streamlining our collaboration with the NOW Board, and d) enhancing our collaborative/solidarity work with allies.

Thank you!