

Policy and Grassroots Outreach Report
To: National NOW Board
From: Rachel Birnam and Nia Nyamweya
Date: September 2016

Overview: Strategic Action Program

The key goal of the Policy and Grassroots Outreach team is to implement the Strategic Action Program (SAP) amongst the grassroots.

What is the SAP:

- A set of priorities for grassroots activists
- Developed during the 2015 structure modernization
- Voted on at the national conference in June 2016
- Increases engagement at all levels of NOW (local, state, national)
- Build autonomous chapter unity
- When asked what NOW is doing these days, the SAP is the answer

The SAP is comprised of three National Action Campaigns:

1. Dismantling the Sexual Abuse to Prison Pipeline
2. Full and Equal Access to Abortion and Birth Control
3. Ratifying the Equal Rights Amendment with an Intersectional Lens

Role of the Policy and Grassroots Outreach Fellows:

The Policy and Grassroots Outreach Fellows are resources to the three SAP board committees, serving as liaisons between the National Action Center and the National Board. The fellows are active participants in committee meetings and are prepared to assist with rolling out the SAP to the grassroots. Their tasks include creating social media kits, researching new legislation, writing issue summaries, developing PowerPoints, drafting sample op-ed, fact sheets, leave-behinds and more. The fellows and their interns will also maintain the Visions for Equality microsite, and its social media presence. Board members will play a key role in bringing materials created in collaboration with the fellows to the grassroots, championing the SAP to NOW members across the country; these materials will be made accessible through the NOW leaders portal at now.org.

The Policy and Grassroots Outreach interns played a key role in developing and implementing the SAP:

- Spring 2016 Intern: Josey Garcia
- Summer 2016 Interns: Andrea Rose and Mina Brien

National Action Campaign #1: Dismantling the Sexual Abuse to Prison Pipeline

- Areas of focus:
 - Schools
 - Child Victims of Sex Trafficking
 - Juvenile Justice Facilities
- Goals/Desired outcomes:
 - Schools:
 - Revise school disciplinary codes to eliminate zero-tolerance policies that unfairly target girls of color
 - Make sure that your local school has a Title IX coordinator, and that their contact information is easily accessible

- Raise awareness about how school policies disproportionately affect victims of child sex abuse, particularly girls of color
 - Child Victims of Sex Trafficking
 - Raise awareness about the arrest and detention of child victims of sex trafficking for prostitution
 - Demonstrate support for Nordic model legislation, which criminalizes buyers rather than sex workers
 - Juvenile Justice System
 - Reauthorize and strengthen the Juvenile Justice and Delinquency Prevention Act (JJDP)
 - Fully enforce the Prison Rape Elimination Act (PREA)
- Recent Events
 - Michele and Beth presented at the National Sexual Assault Conference in Washington, D.C. on September 1st, 2016 with assistance from the fellows,
- Current Action Items in Progress:
 - Create a social media/outreach toolkit
 - One page fact sheet on the SAPP

National Action Campaign #2: Equal Access to Abortion and Birth Control

- Goals/Desired Outcomes:
 - Coalition Building
 - Support the efforts of the All* Above All (AAA) coalition to make abortion access more affordable
 - Continue discussion after Supreme Court decisions
 - Whole Woman's Health v. Hellerstedt
 - Zubik v. Burwell
- Legislative Priorities
 - The EACH Woman Act
 - Women's Health Protection Act
 - Access to Birth Control Act
- Current Action Items in Progress:
 - All* Above All actions in ABC committee states (FL,NM,OR,TX)
 - Leave behind about the EACH Woman Act and talking points for lobbying Congressional representatives while in Capitol Hill during time in D.C.
 - Op-eds about the EACH Woman Act
 - Social media toolkit

National Action Campaign #3: Ratifying the Equal Rights Amendment with an Intersectional Lens

- Goals/Desired Outcomes:
 - Expand national conversation about the ERA through an intersectional lens
 - Expand the number of people--particularly young people--who know the status of the national ERA and care that it is ratified
 - Inspire activists to push for ratification in state legislatures, and for development of state-level ERAs
 - Activism tailored to the particular needs and political climates of local communities
 - Promote the Visions for Equality messaging campaign
- Recent updates
 - Create LGBTQIA focus within the committee (decided at the special board meeting in August 2016)

- Current Action Items in Progress:
 - Equal Means Equal screenings
 - Work with the ERA Coalition (hand out the Visions for Equality guidelines at the screenings)
 - Visions for Equality PR Campaign
 - Outreach/social media tool kit
 - Model letter to the editor - distributed to each chapter