Sustain Your Activism
GREETINGS FROM THE NEC

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MISSION:
The mission of the Northcoast Environmental Center is to promote understanding of the relations between people and the biosphere and to conserve, protect, and celebrate terrestrial, aquatic, and marine ecosystems of northern California and southern Oregon.

HISTORY:
Founded in 1971, shortly after the original Earth Day. We are the oldest organization working on behalf of the environment behind the “redwood curtain.” We have been proudly providing quality environmental journalism for decades through our monthly publication of EcoNews, and our weekly EcoNews Report radio show.
Welcome

2. **Exercise:** Internal Landscape Meditation

3. Activism 101

4. **Exercise:** Find your why. Write a purpose statement

5. How to sustain your activism

6. **Exercise:** ACT Matrix

7. Debrief
INTERNAL LANDSCAPE MEDITATION
ACTIVISM 101

WHERE WE ARE HEADING?
WHERE ARE WE TRYING TO GET TO?
WHAT ROAD WILL WE TAKE?
WHAT ARE THE STEPS WE WILL TAKE ALONG THE ROAD?
POWER MAPPING

FINDING ALLIES AND TARGETS

- **Power-mapping** can help you determine your targets and figure out who your allies are. Figure out what groups or people are already working on whatever issue you are concerned about. Lend your energy to an existing group or campaign to strengthen the movement.

- **Practice Solidarity**: Powerful antidote to toxic individualism and makes us more powerful. Helps us to see the intersections of seemingly unconnected issues and can help broaden our activism.

- **Talk to Strangers**: We can't do this work alone.
What is it you want to accomplish?

**GOALS**

**STRATEGY**

**TACTICS**

- Legislative
- Legal
- Economic
- Direction Action

- Petitioning
- Lawsuit
- Selective Patronage
- Letters of Support
Find Your Why

Write a Purpose Statement/Manifesto

- What do you care about?
- What makes you happy or angry?
- What are your values?
- What are your strengths?
- What do you have to offer?
- What do you want the future to look like? (In 100 years?)

Credit: Ayana Johnson
GOAL: SUSTAIN YOUR ACTIVISM
Affective arc of environmental studies curricula, by Sarah Jaquette Ray from her book A Field Guide to Climate Anxiety.
STRATEGY #1: PRACTICE SELF-CARE

SELF-CARE TACTICS

- Get enough sleep.
- Eat something nourishing.
- Drink water.
- Start a mindfulness or journaling practice.
- Do things that make you happy. Play. Relax.
- Spend time in nature.
- Practice gratitude.

WHAT WORKS FOR YOU?

WELLNESS TIP

- Create a self-care checklist with an app or journal and schedule wellness reminders in your calendar.
- Practice collective self help. Find a buddy to go on walks with and run errands together.
STRATEGY #2: SELF-EFFICACY

SELF-EFFICACY TACTICS

- Embrace “small is good, small is all.” - adrienne marie brown, Emergent Strategy.
  - Power mapping: Act local. Focus on your most immediate spheres of influence: your friends, family, community, city & county.
- Redefine what is meaningful action
  - Listening, sensitivity, open-mindedness, caregiving, community organizing, bearing witness, raising morale, creating art, bridging divides.

HOW DO YOU DEFINE MEANINGFUL ACTION?
STRATEGY #3: EVIDENCE BASED HOPE

“By focusing our attention so heavily on what’s broken, we are reinforcing a starting-line fallacy that makes it feel as if nothing useful has ever been accomplished and that all the hard work lies ahead. We need to pry ourselves free from this disempowering rhetoric and situate ourselves within the positive environmental trends that are already well established and yielding the successful results we need to grow.” - Elin Kelsey, Hope Matters

HOPE TACTICS

- Focus on positive environmental trends. Spend time with Solutions Journalism:
  - Good News Network, Yes Magazine, The Happy Broadcast, Beautiful Solutions by This Changes Everything, Solutions Journalism Network, Covering Climate Now, #oceanoptimism, #conservationoptimism

WHAT GIVES YOU HOPE?
STRATEGY #4: PRACTICE SOLIDARITY

SOLIDARITY TACTICS

- “Knowing that we are part of a collective gives us permission to rest.” - Sarah Ray, Field Guide to Climate Anxiety
- “Having other people validate and echo the legitimate sadness and mourning we feel helps us to build emotional solidarity.” - Elin Kelsey
  - Thrive: Eco Grief & Anxiety Circle | Every 3rd Monday @ 6pm
    - [www.yournec.org/thrive](http://www.yournec.org/thrive)
- Connect: NEC, Centro del Pueblo, Save California Salmon, Cooperation Humboldt, Arcata Mutual Aid, Black Humboldt

HOW DO YOU CONNECT?
ACT Matrix

1. Who and what is important to you?
2. Thoughts and feelings that show up when things get tough
3. Things you do when those thoughts & feelings show up
4. Things you could do to get closer to the things that are important to you
1. WHO AND WHAT IS IMPORTANT TO YOU?
   - Protecting the Earth

2. THOUGHTS AND FEELINGS THAT SHOW UP WHEN THINGS GET TOUGH
   - Despair
   - Overwhelm
   - Guilt

3. THINGS YOU DO WHEN THOSE THOUGHTS AND FEELINGS SHOW UP
   - Ignore the problem
   - Shut Down
   - Believe helping is pointless
   - Give Up

4. THINGS YOU COULD DO TO GET CLOSER TO THE THINGS THAT ARE IMPORTANT TO YOU
   - Take care of myself
   - Look for hope
   - Celebrate small change
QUESTIONS?
Resources

Podcast:
- Scales of Change: A field guide to the dragons of climate inaction by Future Ecologies

Books
- A Field Guide to Climate Anxiety by Sarah Ray
- Emergent Strategy by adrienne marie brown
- Prosocial by David Sloan Wilson
- How We Win by George Lakey
- Hope Matters by Elin Kelsey
- The Book of Hope by Jane Goodall

yournec.org/activism