Rooting ourselves
Communications pillars

Principles

History

Methodology
Principles Environmental Justice

Everyone enjoys the same degree of protection from environmental and health hazards...

And equal access to the decision-making process to have a healthy environment in which to live, learn, and work...

Regardless of race, color, national origin, or income.

Adapted from EPA
If we’re going to develop a new future that doesn’t repeat the mistakes of the past, we need to leverage the neighborhood’s inner strengths and resiliency.
Community self-determination

Methods Self-determination

This is how we get to environmental justice: by doing the work.

- Defining our own indicators for quality of life
- Collecting our own data
- Resource development and tool building
- Shifting power
- Holding powers accountable
- Teaching & leadership development

Methods: Self-determination

This is how we get to environmental justice: by doing the work.
Applying it to your work
What’s the One Thing?

Identify the main takeaway someone needs to walk away with.

Action  Knowledge  Belief
Who are you communicating with?

Name your audience.

Who am I?

What do I already know or believe?

What obstacles might prevent me from taking this action?
What’s the least they need to know?

- **Vision** (outcomes)
- **Methodology** (activities)
- **History** (context)
- **Foundation** (principles)
Shaping the content

When delivering your message, context matters.

- Busy and distracted?
- Strong internet?
- Intentionally searching?
Voice and tone

When delivering your message, context matters.

- Whose voice?
  Who are “we”?
  How do we define community?

- When are we celebratory?
  When are we angry?
  When are we funny?
  When are we serious?
Resources

woeip.org
language • values • methods

bit.ly/woeip-brand
logos • fonts • imagery

bit.ly/osla-social
inspiration
What do you think?