



Mobilizing Youth for Gender Inclusive Cities

TOPIC 5 – Youth Activism & Youth Movements

INTERSECTIONAL ACTIVISM TOOLKIT



**Co-funded by
the European Union**

Project number: 2022-1-IT03-KA220-YOU-000085578

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TOPIC 5: Youth Activism & Youth Movements

INTERSECTIONAL ACTIVISM TOOLKIT

Highlighting the interconnectedness of social justice issues and promoting an intersectional approach to activism. These resources explore the overlapping systems of oppression and provide guidance on addressing issues such as racism, sexism, ableism, LGBTQ+ rights, environmental justice, and economic inequality.

Tool 1. Intersectionality Primer: A guide that explains the concept of intersectionality and its relevance to activism. This primer provides an overview of how different forms of oppression intersect and impact individuals' experiences and identities.

Tool 2. Intersectional Analysis Worksheet: For conducting intersectional analysis of social justice issues, to support activists in identifying and understanding the complex intersections of oppression within their communities and developing targeted strategies for advocacy and activism.

Tool 3: Self-Awareness and Self-Education: A resource for youth workers to support activists in transforming their everyday life experiences into political and social considerations, aiming to identify and reduce stress while promoting social and emotional well-being.

Tool 4: Action Planning Guide: For understanding needs and planning actions, including intersectional campaigns and activism initiatives. This worksheet guides activists through the process of defining goals, identifying targets, and coordinating actions to address multiple forms of oppression.

Tool 5: Self-Care Guide for Activists: A guide designed to help activists maintain their well-being through practical strategies and checklists. It emphasizes the importance of balancing activism with personal health, recognizing that self-care is crucial for sustaining long-term efforts in the fight for social justice.

INTERSECTIONAL ACTIVISM TOOLKIT

Tool 1. Intersectionality Primer

Tool 1. Intersectionality Primer

- **Introduction**

The aim of this activity is to introduce the concept of intersectionality and its relevance to activism and youth movements. This primer provides an overview of how different forms of oppression intersect and impact individuals' experiences and identities. Understanding intersectionality is crucial for fostering inclusive and effective activism.

- **Objectives**

The activity objectives are:

- **Deepening Understanding of Intersectionality:** Gain a foundational understanding of intersectionality, exploring how various forms of oppression interact and shape the experiences of young activists.
- **Embracing Inclusive Activism:** Learn how to integrate an intersectional lens into your activism, ensuring your work considers the diverse experiences and identities of young people involved.

- **Intersecting Identities**

Intersectionality explores how multiple social identities (such as race, gender, sexuality, class, disability, etc.) intersect and create unique experiences of oppression and privilege. It is essential to understand that each cultural framework develops its intersecting oppressions, which can vary widely between different societies.

(i.e. <https://just1voice.com/advocacy/wheel-of-privilege/>)

- **Impact of Intersectionality**

The intersectionality of discrimination impacts individuals primarily in their daily experiences and through the influence these experiences have on their construction

of knowledge. Each person possesses "situated knowledge," and the relationships they form with others are influenced by their personal experiences.

- **Recognizing Privilege and Marginalisation**

Recognizing one's privileges and oppressions/marginalizations is foundational for building non-dominating interpersonal relationships and dialogue. This recognition is a prerequisite for constructing a political experience of activism.

- **Intersectional Activism Strategies**

Understanding Intersectionality: Intersectionality is a framework for understanding how various forms of inequality and discrimination intersect and affect individuals' experiences. It's essential to educate yourself on the basics of intersectionality, including how factors like race, gender, sexuality, class, disability, and more intersect to shape people's lives and identities.

Group Self-Reflection and Acknowledgment Exercise

To help young people reflect on their privileges and oppressions, recognise their social identities, and acknowledge their social positions. This exercise aims to foster self-awareness and understanding of how individual experiences shape perspectives and interactions.

- **Part 1: Self-Reflection and Identification**

1. Introduction (10 minutes):

- Begin by explaining the concepts of privilege, oppression, and social identities. Use examples to illustrate how different aspects of identity (such as race, gender, socioeconomic status, and sexuality) can intersect and impact one's experiences.
- Emphasise the importance of understanding these concepts to promote empathy and social justice.

2. Personal Reflection Exercise (15 minutes):

- Hand out a worksheet with the following prompts:
 - List three aspects of your identity that you feel most proud of.
 - Identify any privileges you have that might be linked to these aspects (e.g., being able-bodied, having access to education, etc.).
 - Reflect on any instances where you have experienced oppression or discrimination based on your identity.
- Allow participants time to quietly reflect and write their responses.

3. Pair Share (15 minutes):

- Pair participants and ask them to share their reflections with each other. Encourage them to listen actively and respectfully.
- Discussion prompts:
 - What aspects of your identity did you reflect on, and why?
 - How do you think your privileges and oppressions shape your perspective and interactions?

● Part 2: Group Activity and Discussion

4. Identity Circles (30 minutes):

- Create a large circle with enough space for everyone to stand.
- Read out statements related to privilege and oppression (e.g., “Step into the circle if you have ever been discriminated against based on your gender,” “Step into the circle if you have access to higher education,” etc.).
- Participants step into the circle if the statement applies to them, then step back out.
- After each statement, invite volunteers to share their thoughts and feelings about stepping in or out of the circle.

5. Group Discussion (20 minutes):

- Facilitate a group discussion with the following questions:
 - How did it feel to step into the circle for certain statements?

- Were there any statements that surprised you?
- How do these exercises help us understand our social positions and the experiences of others?

6. Closing Reflection (10 minutes):

- End the session with a reflection circle where each participant shares one insight or commitment they are taking away from the exercise.
- Encourage them to continue reflecting on their identities and social positions beyond the workshop.

- **Materials Needed:**

- Worksheets and pens
- Large space for the identity circle activity
- Statements for the identity circle activity

- **Additional Tips:**

- **Ensure a safe and respectful environment** where participants feel comfortable sharing their thoughts and experiences.
- Be prepared to **provide support and resources** for participants who might find the reflections emotionally challenging.
- **Adapt the statements and prompts** to fit the specific group and context.
- **Reflect on your privileges and oppressions.** Recognise how your social identities impact your perspective and interactions. Acknowledging your position in society helps you understand the different layers of discrimination others might face.
- **Listen and Learn:** Engage actively with the experiences of marginalised communities. Listen to their stories, read their works, and learn from their insights. This will help you understand the complexities of their struggles and how different forms of oppression intersect.
- **Build Inclusive Spaces:** Create and promote spaces where everyone feels welcome and valued. Ensure that these spaces are accessible and inclusive, considering the diverse needs of different communities. Address and challenge any exclusionary practices within your activism.

- **Use Inclusive Language:** Be mindful of the language you use in your activism. Inclusive language respects and acknowledges the identities and experiences of all individuals. Avoid terms that reinforce stereotypes or exclude certain groups.
- **Educate and Raise Awareness:** Share your knowledge of intersectionality with others. Host workshops, write articles, and use social media to spread awareness about the importance of an intersectional approach to activism.
- **Continuously Reflect and Adapt:** Intersectional activism requires ongoing reflection and adaptation. Regularly evaluate your methods and strategies to ensure they remain inclusive and effective. Be open to feedback and willing to make changes as needed.
- **Support and Amplify Marginalised Voices:** Use your platform to support and amplify the voices of those who are often marginalised. Provide opportunities for them to lead and shape the narrative, ensuring their experiences and perspectives are at the forefront of your activism.

- **Evaluation and Feedback**

Participant Engagement and Interaction

- **Guideline:** Monitor the level of engagement and interaction among participants during the activity. Successful activities often feature active participation, meaningful discussions, and collaborative problem-solving.
- **Evaluation Method:** Observe and note the frequency and quality of participant contributions. Facilitate open discussions and group work to encourage interaction.
- **Feedback Collection:** Use post-activity surveys or feedback forms with questions about participants' engagement levels and their feelings about the interaction dynamics. Include both quantitative (e.g., rating scales) and qualitative (e.g., open-ended questions) feedback.

Achievement of Learning Objectives

- **Guideline:** Assess whether the activity met its intended learning objectives, such as understanding intersectionality, recognising personal privileges and oppressions, and developing inclusive practices.
- **Evaluation Method:** Use pre- and post-activity assessments to measure changes in knowledge and attitudes. Incorporate activities or discussions that directly address the learning objectives, and check for comprehension and application.
- **Feedback Collection:** Implement reflective exercises where participants can share their learning experiences and insights. Use follow-up questionnaires to gauge their understanding and the practical applicability of what they learned.

- **Additional Resources**

Jeff Hearn (2017), **Intersectionality. Putting together things that are often kept apart.**

<https://www.ingenero.it/en/articles/intersectionality-putting-together-things-are-often-kept-apart>

Moradi, Bonnie and Patrick Ryan Grzanka. **“Using Intersectionality Responsibly: Toward Critical Epistemology, Structural Analysis, and Social Justice Activism.”** Journal of Counselling Psychology 64 (2017): 500–513.

Grzanka, P.R., Santos, C.E., & Moradi, B. (2017). **Intersectionality research in counselling psychology.** Journal of counselling psychology, 64 5, 453-457.

INTERSECTIONAL ACTIVISM TOOLKIT

Tool 2. Intersectional Analysis Worksheet

Tool 2. Intersectional Analysis Worksheet

- **Introduction**

The activity aims to provide young activists with a tool for intersectional analyses of social justice issues. The purpose is to let them understand the complex layers of oppression, and develop effective, inclusive strategies for advocacy and activism.

- **Objectives**

The activity objectives are:

- **Unpacking Social Justice Issues:** Gain a powerful tool to conduct intersectional analyses, enabling you to understand the interconnected ways various forms of oppression impact your community.
- **Crafting Targeted Activism Strategies:** Develop effective and inclusive advocacy approaches by leveraging your understanding of these complex intersections within your social justice work.

- **Applying Intersectional Analysis**

Identifying Key Social Justice Issues

This step involves recognising and articulating the primary social justice issues affecting the community.

- Steps:
 - **Community Consultation:** Engage with community members through surveys, focus groups, and public forums to gather insights on prevalent issues.
 - **Data Collection:** If possible, collect quantitative and qualitative data from local sources, including reports, statistics, and anecdotal evidence.
 - **Issue Prioritisation:** Identify the most pressing issues based on community feedback and data analysis.

- Tools:
 - **Surveys and questionnaires**
 - **Community centres**
 - **Stakeholder interviews**

Mapping Intersecting Oppressions

This step involves creating a visual or conceptual map to illustrate how different forms of oppression intersect and affect individuals within the community.

- Steps:
 - **Identify Forms of Oppression:** List various forms of oppression (e.g., racism, sexism, classism, ableism) relevant to the identified issues.
 - **Create Intersectional Maps:** Map out how these oppressions intersect. Highlight overlapping areas and interconnectedness.
 - **Case Studies:** Develop case studies or scenarios to illustrate these intersections in real-life contexts.
 - **Community Feedback:** Share the maps with community members to validate and refine the intersections identified.

- Tools:
 - **Concept Maps**
 - **Storyboards**
 - **Case study Templates**

Analysing Power Dynamics

This step focuses on examining the power structures and hierarchies that contribute to oppression and inequality within the community.

- Steps:
 - **Power Mapping:** Identify key power holders and institutions (e.g., government, corporations, social groups) that influence the identified issues.
 - **Hierarchy Analysis:** Examine the layers of power and privilege within these structures. Identify who holds power and who is marginalised.
 - **Impact Assessment:** Analyse how these power dynamics affect different groups within the community.
 - **Historical Context:** Consider the historical roots of these power structures and their evolution over time.

- Tools:
 - **Power Mapping Tools**
 - **Hierarchical Charts**
 - **Historical Timelines**
 - **Stakeholder Analysis**

Developing Targeted Strategies for Advocacy and Activism

Based on the analysis, develop specific strategies for addressing the identified social justice issues and intersecting oppressions.

- Steps:
 - **Goal Setting:** Define clear, achievable goals for advocacy and activism based on the analysis.
 - **Strategy Development:** Develop strategies that address both individual oppressions and their intersections. Ensure these strategies are inclusive and consider all affected groups
 - **Action Planning:** Create detailed action plans, including timelines, resources needed, and responsible parties.

- **Community Involvement:** Engage the community in the planning and implementation of these strategies. Ensure that their voices are central to the process.
- Tools:
 - **Strategic Planning Templates**
 - **Action Plan Outline**
 - **Resource Allocation Tools**
 - **Community Engagement Frameworks**

- **Learning Through Practice**

Case Study

- **Casa delle Donne Lucha y Siesta**

Casa delle Donne Lucha y Siesta in Rome is a transfeminist movement and activism centre that supports women and LGBT+ individuals in their journeys out of gender-based violence. Through a shared process that removes the clear distinction between anti-violence centre operators and users, it reaffirms itself as a space for the collective construction of paths to liberation from gender-based violence.

Over the years, Casa delle Donne Lucha y Siesta has built a relationship with the surrounding urban fabric, reflecting on the existing power dynamics in the area and the main subjects affected by these powers. Based on these reflections, LyS developed a media campaign against gender-based violence targeting the main power structures in Rome, including St. Peter's Basilica in the Vatican, as well as major urban areas frequented by women and LGBT+ individuals, where they projected iconic and symbolic images of the Casa delle Donne LyS.

Practical Exercises

Based on the awareness gained through the previous steps, create your own communication campaign against gender-based violence.

- What types of symbols do you want to reference?
- Which places or powerful figures do you want to target for awareness?
- What are the main objectives of the campaign?
- Which groups do you want to support through this campaign?
- What is the duration of the campaign?
- What technical and technological means do you want or can you employ (consider the skills you have within your group and the devices accessible to you)?

- **Reflection Questions**

What are the most pressing social justice issues in our community, and how do they manifest differently for various groups based on their intersecting identities (e.g., race, gender, socioeconomic status, ability)?

This question helps to identify and understand the specific ways in which social justice issues affect different segments of the community.

How do different forms of oppression (such as racism, sexism, classism, and ableism) intersect and compound to create unique experiences of marginalisation for individuals and groups in our community?

This question encourages deep thinking about the intersections and compounding effects of various forms of oppression.

Who holds power and influence in the structures and institutions related to the identified social justice issues, and how do these power dynamics perpetuate inequality and exclusion?

This question prompts an analysis of power structures and how they contribute to ongoing oppression and marginalisation.

What historical contexts and systemic factors have contributed to the current state of social justice issues in our community, and how do these factors continue to shape present-day experiences?

This question urges reflection on the historical and systemic roots of social justice issues, providing a broader perspective on their development and persistence.

How can we ensure that our strategies for advocacy and activism are inclusive and effectively address the intersecting needs and experiences of all community members, especially those most marginalised?

This question emphasises the importance of inclusivity and responsiveness in advocacy strategies, ensuring that they address the nuanced needs of marginalised groups.

- **Evaluation and Feedback**

Pre- and Post-Activity Surveys: Measure changes in participants' understanding and awareness of intersectional social justice issues.

- **Method:** Distribute surveys before and after the activity. Include questions assessing knowledge, attitudes, and perceptions of intersectionality and social justice.

Focus Group Discussions: Gather in-depth feedback on participants' experiences and the perceived impact of the activity.

- **Method:** Conduct small group discussions where participants can share their thoughts and reflections. Use guided questions to ensure that all aspects of the activity are covered.

Facilitator Observations: Monitor engagement and participation levels during the activity.

- **Method:** Use an observation checklist to record participants' interactions, participation in discussions, and engagement with the material. Note any noticeable changes in behaviour or attitudes.

Feedback Forms: Collect structured feedback on specific elements of the activity.

- **Method:** Provide participants with feedback forms that include both quantitative (e.g., rating scales) and qualitative (e.g., open-ended questions) items. Focus on aspects such as content relevance, facilitator effectiveness, and overall satisfaction.

Follow-Up Interviews: Obtain detailed, qualitative feedback and assess the long-term impact of the activity.

- **Method:** Conduct one-on-one or small group interviews with participants a few weeks after the activity. Ask about how they have applied what they learned and any ongoing challenges they face in implementing intersectional approaches.

- **Additional Resources**

Laksana, M.W., & Abduh, M. (2023). **The Power of Social Movements: Activism in the Age of Connectivity**. Journal of Current Social and Political Issues.

Septiadi, M.A. (2023). **A Comprehensive Literature Review on the Role of Religion in Public Policy**. Religion and Policy Journal.

Piattaforma di Pechino, un appello ai movimenti femministi (2015).

<https://www.ingenere.it/news/piattaforma-pechino-appello-ai-movimenti-femministi>

INTERSECTIONAL ANALYSIS WORKSHEET (2/3)

CASE STUDIES

Develop a brief case study showcasing how these intersections manifest in real-life situations within your community

ANALYZING POWER DYNAMICS

POWER MAPPING

E.g. government, corporations, social groups, etc

POWER HIERARCHY MAP

Create a visual map illustrating the different layers and dynamics of the identified power structures

IMPACT ASSESSMENT

Analyse and describe how these power dynamics affect different groups within the community.

INTERSECTIONAL ANALYSIS WORKSHEET (3/3)

TARGETED STRATEGIES FOR ADVOCACY AND ACTIVISM

GOALS

Define clear and achievable goals for your activism movements

TASKS / ACTION PLAN

Describe the different steps, actions and tasks in your strategy

RESPONSIBLE MEMBERS

Identify the team members or groups responsible for the different tasks

TIMELINE

Define a timeline, deadlines for actions and achieving goals

RESOURCES NEEDED

Describe resources and materials you will for implementing your strategy

NOTES

INTERSECTIONAL ANALYSIS REFLECTION QUESTIONS

DATE _____

NAME _____

WHAT ARE THE MOST PRESSING SOCIAL JUSTICE ISSUES IN OUR COMMUNITY, AND HOW DO THEY MANIFEST DIFFERENTLY FOR VARIOUS GROUPS BASED ON THEIR INTERSECTING IDENTITIES (E.G., RACE, GENDER, SOCIOECONOMIC STATUS, ABILITY)?

HOW DO DIFFERENT FORMS OF OPPRESSION (SUCH AS RACISM, SEXISM, CLASSISM, AND ABLEISM) INTERSECT AND COMPOUND TO CREATE UNIQUE EXPERIENCES OF MARGINALISATION FOR INDIVIDUALS AND GROUPS IN OUR COMMUNITY?

WHO HOLDS POWER AND INFLUENCE IN THE STRUCTURES AND INSTITUTIONS RELATED TO THE IDENTIFIED SOCIAL JUSTICE ISSUES, AND HOW DO THESE POWER DYNAMICS PERPETUATE INEQUALITY AND EXCLUSION?

WHAT HISTORICAL CONTEXTS AND SYSTEMIC FACTORS HAVE CONTRIBUTED TO THE CURRENT STATE OF SOCIAL JUSTICE ISSUES IN OUR COMMUNITY, AND HOW DO THESE FACTORS CONTINUE TO SHAPE PRESENT-DAY EXPERIENCES?

HOW CAN WE ENSURE THAT OUR STRATEGIES FOR ADVOCACY AND ACTIVISM ARE INCLUSIVE AND EFFECTIVELY ADDRESS THE INTERSECTING NEEDS AND EXPERIENCES OF ALL COMMUNITY MEMBERS, ESPECIALLY THOSE MOST MARGINALISED?

INTERSECTIONAL ACTIVISM TOOLKIT

Tool 3. Self-Awareness and Self- Education

Tool 3. Self-Awareness and Self-Education

- **Introduction**

The purpose of this activity is to gain a connection with the reasons behind our bodily sensations, emotions, and physical reactions, and to develop awareness of how our bodies occupy space, both our own and that of others.

- **Objectives**

The activity objectives are:

- **Cultivating Self-Awareness:** This activity equips youth workers with tools to enhance their own self-awareness and understanding of their physical and emotional responses.
- **Empowering Young Activists:** Through guided self-exploration, youth workers can help young activists transform personal experiences into powerful social and political insights for their activism.
- **Promoting Well-being:** The activity fosters self-awareness and stress reduction techniques, contributing to the overall social and emotional well-being of both youth workers and young activists.

- **Opening - Guided Imagery and Affirmation Practices**

Self-Consciousness Journey

- **Root Your Feet – 10 min**

Take a deep breath and feel your feet firmly planted on the ground. As you inhale deeply, imagine your toes spreading out like horizontal roots and your heel extending like a vertical root into the earth. Feel the connection and stability.

- **Progressive Muscle Animation – 10 min**

Breathe and gently sway your hips, feeling the expansion and grounding of your feet. Keep your arms relaxed and let them hang softly by your sides. Continue to breathe deeply and focus on the sensations in your body.

- **Affirmation and Self-Compassion Exercises – 10 min**

With your eyes closed and without speaking, find a partner. Place your palms together in front of you, ensuring your fingers do not interlock. Begin a gentle dance of the arms, moving together in sync. When you feel it is necessary, gently invade your partner's space and notice if their movement is welcoming or resisting. This exercise helps you connect and attune to each other's boundaries and movements.

- **Closing Exercises**

- **Bringing Awareness Back to Sight – 5 min**

Now, take a moment to bring your awareness back to your surroundings. Slowly begin to deepen your breath. Notice any sounds around you, the sensation of your feet on the ground, and the position of your body. When you are ready, gently open your eyes and take a look around the room, observing your surroundings. Acknowledge the present moment with a sense of calm and peace.

- **Expressing Gratitude**

Before we conclude our session, let's take a moment to express gratitude. Think of one thing you are grateful for today. It can be something small or significant. Hold this thought in your mind. Now, if you feel comfortable, turn to your partner and share your gratitude with them. Expressing gratitude helps us to appreciate the positive aspects of our lives and strengthens our connections with others. Let's end this session by saying 'thank you' to ourselves and to each other for sharing this moment together.

- **Additional Resources**

Federica Giardini (2010), **Sensibili Guerriere. Sulla Forza Femminile**, Iacobelli, Roma,

Alessandra Chiricosta (2019), **Un Altro Genere di Forza**, Iacobelli

Alessandra Chiricosta (2021), **Forza. Dalla Sottomissione all'Ascolto di Sé**

[https://romatrepress.uniroma3.it/wp-](https://romatrepress.uniroma3.it/wp-content/uploads/2021/04/16_FORZA_Chiricosta.pdf)

[content/uploads/2021/04/16_FORZA_Chiricosta.pdf](https://romatrepress.uniroma3.it/wp-content/uploads/2021/04/16_FORZA_Chiricosta.pdf)

INTERSECTIONAL ACTIVISM TOOLKIT

Tool 4. Action Planning Guide

Tool 4. Action Planning Worksheet

- **Introduction**

The aim of the activity is to acquire the ability to channel political awareness into concrete and collective actions, which is the essence and purpose of activism, as well as to create political practices that respond to the needs of real people. This tool aims to meet this need, acknowledging its non-exhaustive nature and the necessity of adapting it to different contexts and the individuals involved.

For this reason, it does not propose a specific action (such as a media campaign, flash mob, or other activities), but rather tools that can be adapted to different ideas and needs.

- **Objectives**

The activity objectives are:

- **Crafting Effective Action Plans:** This tool equips young activists with a framework to develop strategic action plans, including intersectional campaigns, that address the needs of their communities.
- **Navigating the Planning Process:** Gain guidance on defining goals, identifying targets, and coordinating efforts to effectively dismantle multiple forms of oppression.
- **Adaptability and Versatility:** The worksheet offers a flexible framework that can be customized to various contexts and specific needs of your activism work.

- **Action Strategy Planning**

Setting Goals

Start by clearly defining the specific objectives of your action. What do you hope to achieve? Goals should be specific, measurable, achievable, relevant, and time-bound (SMART). Consider both short-term and long-term goals. For example, a short-term goal might be raising awareness about a specific issue within a community, while a long-term goal could be achieving policy changes at a governmental level. Ensure your goals align with the overarching aim of addressing multiple forms of oppression through intersectional approaches.

Identifying Target Audiences and Stakeholders

Identify who you need to reach and engage with to achieve your goals. This includes primary target audiences, such as specific communities affected by the issues you are addressing, and secondary audiences, such as allies, policymakers, and the general public. Stakeholders might include community leaders, advocacy groups, NGOs, local businesses, and government officials. Understanding the needs, concerns, and motivations of these groups will help in tailoring your strategies and messages effectively.

Developing Messaging Strategies

Craft clear and compelling messages that resonate with your target audiences and stakeholders. Your messaging should highlight the intersectional nature of the issues, illustrating how different forms of oppression intersect and affect individuals. Develop key messages that are consistent across all communication channels, but also customise them to suit different audiences. Consider using various formats such as social media posts, press releases, community meetings, workshops, and visual media to disseminate your messages effectively. Refer to studies, and NGOs reports on the matter to strengthen your position and deliver the issue to the public authorities.

- **Action Implementation**

Evaluating Impact – Methodology and Metrics

Evaluate the impact of your action using a robust methodology and well-defined metrics. Begin by establishing clear indicators by following the objectives of your action. Metrics should be both quantitative (e.g., number of participants reached, engagement rates on social media) and qualitative (e.g., changes in awareness, shifts in public perception).

Methodologically, consider employing surveys, focus groups, interviews, and data analytics to gather feedback and assess outcomes. Track changes in behaviour, attitudes, and policy adoption where applicable. Regularly review and analyse data to measure progress towards achieving your SMART goals. Adjust strategies based on insights gathered during the evaluation process to optimise impact.

Resource Allocation

Allocate resources effectively to support the implementation of your action strategies. Identify the financial, human, and material resources needed to execute activities outlined in your action plan. Prioritise resources based on their criticality to achieving campaign objectives and addressing intersectional challenges.

Consider the internal skills, capacity, and energies, and look at possible external funding through grants, sponsorships, or partnerships with organisations aligned with your mission. Allocate roles and responsibilities clearly among the community and in a participative manner, ensuring each activist understands their tasks and timelines. Regularly assess resource utilisation to maintain efficiency and make adjustments as necessary to overcome obstacles.

Timeline and Deadlines

Develop a timeline with specific deadlines for key milestones and activities throughout the action. Start by establishing a comprehensive timeline that encompasses the planning, execution, and evaluation phases. Break down tasks into manageable steps with assigned deadlines to ensure progress and accountability.

Set realistic timelines that accommodate unforeseen challenges and allow for adjustments when needed. Regularly review and update the timeline based on progress and feedback received during the action. Communicate deadlines clearly to team members and stakeholders to maintain alignment and momentum towards achieving your campaign goals.

By focusing on evaluating impact through a structured methodology, strategic allocation of resources, and diligent timeline management, your action can effectively address multiple forms of oppression through intersectional approaches.

Setting a Gantt Chart

Creating a Gantt chart for an awareness-raising action campaign involves breaking down the campaign into key phases and tasks, then assigning a timeline to each task. Here's an example of how this might look:

Awareness Raising Action Campaign - Gantt Chart Sample

Phases:

1. **Planning and Preparation**
2. **Content Creation**
3. **Pre-Campaign Activities**
4. **Campaign Launch**
5. **Monitoring and Adjustment**
6. **Post-Campaign Evaluation**

Timeline:

- Duration: 6 Months

Tasks by Phase:

1. Planning and Preparation (Month 1)

- Define campaign goals and objectives (Week 1)
- Identify target audience (Week 2)
- Develop key messages (Week 3)
- Plan budget and resources (Week 4)

2. Content Creation (Month 2)

- Design campaign logo and branding (Week 1)
- Create educational materials (Week 2-3)
- Develop social media content (Week 3)
- Produce video content (Week 4)

3. Pre-Campaign Activities (Month 3)

- Set up website/landing page (Week 1)
- Coordinate with partners and influencers (Week 2)
- Schedule social media posts (Week 3)
- Distribute press releases (Week 4)

4. Campaign Launch (Month 4)

- Launch website and social media campaign (Week 1)
- Hold a launch event (Week 2)
- Start online and offline advertisements (Week 3)
- Engage with audience through Q&A sessions (Week 4)

5. Monitoring and Adjustment (Month 5)

- Track and analyse engagement metrics (Week 1-2)
- Adjust campaign strategies as needed (Week 3)
- Continue audience engagement activities (Week 4)

6. Post-Campaign Evaluation (Month 6)

- Collect and analyse final data (Week 1)
- Report on campaign outcomes (Week 2)
- Hold a debriefing meeting with team (Week 3)

- Plan for follow-up actions (Week 4)

Gantt Chart Sample visualisation

Month	Task	Week			
		1	2	3	4
1	Define goals and objectives	x			
	Identify target audience		x		
	Develop key messages			x	
	Plan budget and resources				x
2	Design campaign logo and branding	x			
	Create educational materials		x	x	
	Develop social media content			x	
	Produce video content				x
3	Set up website/landing page	x			
	Coordinate with partners and influencers		x		
	Schedule social media posts			x	
	Distribute press releases				x
4	Launch website and social media campaign	x			

	Hold a launch event		X		
	Start online and offline advertisements			X	
	Engage with audience				X
5	Track and analyse engagement metrics	X	X		
	Adjust campaign strategies			X	
	Continue audience engagement activities				X
6	Collect and analyse final data	X			
	Report on campaign outcomes		X		
	Hold a debriefing meeting			X	
	Plan for follow-up actions				X

- **Evaluation and Feedback**

To ensure the effectiveness of the Action Planning Worksheet, it's essential to evaluate its impact and gather feedback from participants.

Pre-Activity Assessment

- **Purpose:** Gauge participants' initial understanding of action planning and intersectional activism.
- **Method:** Distribute a short survey or questionnaire before the activity begins, with questions assessing knowledge of SMART goals, stakeholder identification, and messaging strategies.

During-Activity Observations

- **Purpose:** Monitor engagement and understanding throughout the activity.
- **Method:** Use an observation checklist to track participant interactions, participation in discussions, and engagement with the material.

Post-Activity Surveys

- **Purpose:** Measure changes in participants' understanding and gather their feedback on the activity.
- **Method:** Distribute a survey immediately after the activity, including both quantitative (rating scales) and qualitative (open-ended questions) items.

Follow-Up Interviews

- **Purpose:** Obtain detailed, qualitative feedback and assess the long-term impact of the activity.
- **Method:** Conduct one-on-one or small group interviews 2-4 weeks after the activity, asking about the application of learned strategies and any ongoing challenges.

- **Additional Resources**

Advocacy Handbook - European Youth Forum

This handbook provides the keys to engaging in meaningful advocacy action, including core concepts, practical frameworks for planning actions, do's and don'ts, and inspiring examples from various organizations. It is developed by young advocates to support their peers in advocacy efforts.

<https://www.youthforum.org/policy-library/advocacy-handbook>

Youth Advocacy Toolkit - UNICEF

This toolkit offers a comprehensive guide for young people to engage in advocacy, covering essential skills such as public speaking, campaign planning, and policy engagement. It includes practical exercises, templates, and case studies to help youth effectively advocate for their causes.

<https://www.unicef.org.uk/working-with-young-people/youth-advocacy-toolkit/>

INTERSECTIONAL ACTIVISM TOOLKIT

Tool 5. Self-Care Guide for Activists

Tool 5. Self-Care Guide for Activists

- **Introduction**

Activism often requires immense emotional and physical energy, making self-care crucial for sustaining long-term efforts. A self-care checklist helps activists maintain their well-being, ensuring they can continue to advocate effectively without burnout. This checklist is designed to provide practical strategies for balancing activism with personal health, recognising the importance of self-preservation in the fight for social justice.

- **Objectives**

The activity objectives are:

- **Promote Physical and Mental Well-being:** Provide actionable steps for activists to maintain their physical health and mental wellness, ensuring they are fit to continue their advocacy work without compromising their own well-being.
- **Foster Sustainable Activism Practices:** Encourage the development of sustainable self-care routines that help activists manage stress, prevent burnout, and remain resilient in the face of ongoing challenges.

- **Self-Care Checklist for Activists**

1. Physical Well-being

- Take regular breaks and ensure adequate rest.
- Stay hydrated and maintain a balanced diet.
- Engage in physical activity or exercise that you enjoy.
- Practice deep breathing or relaxation techniques to manage stress.

2. Emotional Well-being

- Acknowledge and validate your emotions without judgement.
- Seek support from friends, family, or fellow activists.
- Set boundaries to protect your emotional energy.
- Practice mindfulness or meditation to stay present and grounded.

3. Mental Well-being

- Stay informed without overexposure to distressing news.
- Challenge negative self-talk and practice self-compassion.
- Engage in activities that stimulate your mind and creativity.
- Take breaks from social media and digital devices when needed.

4. Social Support

- Cultivate a supportive network of like-minded individuals.
- Participate in community events or activist groups for solidarity.
- Attend workshops or therapy sessions for personal growth.
- Collaborate with others to share the workload and ideas.

5. Time Management

- Prioritise tasks and set realistic goals.
- Delegate responsibilities and ask for help when needed.
- Schedule downtime and leisure activities to recharge.
- Reflect on accomplishments and celebrate successes.

6. Reflection and Adaptation

- Regularly and commonly evaluate your activism strategies and impact.
- Adapt your approach based on feedback and lessons learned.
- Engage in self-reflection to align your actions with your values.
- Attend training or workshops to enhance skills and knowledge.

7. Boundaries and Advocacy

- Set boundaries to maintain a healthy work-life balance.
- Advocate for systemic changes while practising self-advocacy.
- Educate others on the importance of self-care in activism.
- Recognise burnout signs and take proactive steps to prevent it.

8. Celebrate and Recharge

- Acknowledge milestones and achievements in your activism.
- Take regular breaks from intense activism to recharge.
- Engage in hobbies or activities that bring you joy and fulfilment.
- Spend quality time with loved ones outside of activism.

• Additional Resources

Self-care and prevention of burnout among activists – tools for everyday life - Frontline AIDS

This resource provides practical tools and strategies for activists to prevent burnout and maintain self-care practices in their daily lives.

[https://frontlineaids.org/wp-content/uploads/old_site/self_care_workbook_\(webready\)_original.pdf?1532089391](https://frontlineaids.org/wp-content/uploads/old_site/self_care_workbook_(webready)_original.pdf?1532089391)

Amnesty International (2020). Activist self-care and wellbeing

Amnesty International offers a guide focusing on the well-being and self-care of activists, providing tips and advice to help activists manage stress and avoid burnout.

<https://www.amnesty.org.au/self-care-well-being/>

Americans of Conscience. Self-care checklist.

This self-care checklist is designed to help activists create a sustainable self-care plan, ensuring they maintain their health and well-being while engaging in activism.

<https://americansofconscience.com/activism-self-care-plan/>

