

# SHIFTING FROM ACTIVITY-BASED TO ACTION-BASED:

HOW COMMUNITY ACTION WINS LONG-LASTING RESULTS

Here is a tool to help guide you through the Action vs. Activity exercise. Activities are not bad but can be adjusted to be more Action-based. This is a technique for maximizing limited time & resources.

## When Action Planning, we can either:

- A) List the many activities our group will do throughout the year (Activity-based) or
- B) Prioritize the solution most needed in our community and THEN plan activities that support that solution (Action-based).



### ACTIONS (SUSTAINABLE CHANGES)

- Addresses root causes of problems, to understand how they originated
- Demands "AN ASK", something specific decision-makers can respond to
- Mobilizes those most affected by the issue to create larger impact
- Achieves results that last beyond your project
- Needs action-based activities to drive the work
- Will shift the balance of power in the community

Ex. "We have to talk to our school board/city council if we want long-lasting changes in our school/ city."

### ACTIVITIES (MOVE IN MANY DIRECTIONS)

- Are isolated one-time events that each may have different goals
- Focuses on individual responsibility and behavior change
- May reach out to many people affected by an issue to give them education or awareness
- Does NOT request decision-makers to to change anything
- May provide short-term results but power dynamics will stay the same

Ex. "Hosting a townhall forum can be fun and about awareness..."

### ACTION BASED ACTIVITIES (MOVE FORWARD)

- Build upon and are connected to other activities
- Moves in the same direction and goal as the Action
- Does NOT think Education/Awareness campaigns will in itself create change
- Focuses on community responsibility and holds decision-makers accountable

Ex. "...or it can help us gather community support through a petition or letters of support for our action."

