

Step 1 Planning and Environmental Advocacy

“Be Positive”

Harvey Wolfe

Cause and Effect Communications



Principle #1: Be Positive

- The Positive exists in ourselves, the group, the community – begin here to make this claim
- Create an expectation that the positive exists and that we can grow it
- Results in HOPE

Step 1: Environmental Advocacy and Planning

- **We are doing planning and environmental advocacy to grow the positive**
- We are going to build on the energy of hope (use the contagious energy)
- Positive energy gives us resources to move forward, to plan and advocate for something larger than ourselves
- We work to reduce the volume of the negative
- Establishes foundation for all our future work
- Critical Formative work: identify key audiences, stakeholders, goals; build capacity
- This takes time (varies by issue and community)



Principle 1:
Be Positive

Step 1:
Planning and
Environmental Advocacy

The **positive** exists; we need to **plan** and **advocate** to grow the positive.