

USING COMMON VALUES TO DESIGN A CAMPAIGN

Figure out the following to frame your issue: What is the operating **Myth**? What is the **Reality** the Myth tries to hide? What is a **Widely-held Value** within society that we can leverage to call for change? The following examples may help.

MYTH	REALITY	WIDELY-HELD VALUE (or higher principle)
"Globalization brings prosperity to all."	The poor get poorer, the rich get richer.	We don't like poverty; we prefer justice.
"Negroes are happy."	They are hurt and angry about injustice.	People shouldn't be hurt because of who they are or the colour of their skin.
"Minorities are free because they have opportunities."	They are discriminated against in many ways.	People should be free.
"Nuclear energy is safe."	It's dangerous, short-run (meltdown, mining the materials), and longer-run (radiation poisoning)	Safe is good.
"Guns don't kill people; people kill people."	The more guns are widely available, the more people get killed.	Living is better than getting killed.
"Canadians get the information they need to make key decisions for the future."	Canadians are denied access to the text of the treaty of the Free Trade Agreement of the Americas.	Democracy implies free access to information and does not endanger national security.
"There are very few homosexuals and they are inhuman perverts."	There are many lesbians, gays, bis and they are your neighbors, workmates, family.	All real human beings deserve the same human rights. We are fair.

Thanks to strategist Bill Moyer, who wrote the "Movement Action Plan", and Training for Change, www.TrainingforChange.org.