¡Levántate! Stand Up for Sex Ed
CAMPAIGN DEVELOPMENT WORKSHEET

BRAINSTORM THE FOLLOWING QUESTIONS: YOU ARE WORKING IN TEAMS WITH PEOPLE FROM YOUR NEIGHBORHOOD/REGION IN CALIFORNIA!

PART I

What kind of Sex Ed is available to youth in your communities? (Not sure? Look at the “Action Research Survey”)
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Are there examples of quality Sex Ed programs in your schools/communities?
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______________________________________________________________________________
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What improvements in Sex Ed do you want to see in your schools/communities? (This will help set your goals!)
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______________________________________________________________________________
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Who are your natural allies? Who else can partner with you?
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______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Now you’re ready to make an action plan!
(Over)
PART II

Name 3 goals your community wants/needs: (How will you know when you have achieved it.)
1. ___________________________________________  ___________________________________________
2. ___________________________________________  ___________________________________________
3. ___________________________________________  ___________________________________________

Who are your partners? (Are you forming a coalition?)
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_____________________________________________________________________________________
_____________________________________________________________________________________

Who are your campaign targets? (Whose minds/actions need to change? Who do you need to convince?)
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_____________________________________________________________________________________
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What strategies will you use? (Think of all the actions you can take to reach your goals.)
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What steps do you need to take to get there? (By when? This is your timeline.)
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Name your campaign for Sex Ed in your community. (Think about what message you want to send?)
“___________________________________________________________________________________________”

Choose people on your team to share the highlights of your campaign with the whole group!