



Just Publics @365

JUSTPUBLICS@365

**From Punishment to Public Health
#P2PH**

Module Packet



FORD FOUNDATION

THE
GRADUATE
CENTER
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OF NEW YORK



Just Publics @365

TABLE OF CONTENTS

Section A: Overview

| | |
|---------------------------|---|
| Our Mission | 1 |
| Who We Are | 2 |
| Topic Series Introduction | 3 |
| How to Use This Guide | 5 |

Section B: Designing Your Own Social Justice Campaign

| | |
|--|----|
| Step One: Who are you talking to? Audience and Target Participants | 8 |
| Step Two: What are you trying to say? Working on Content | 10 |
| <i>Resources: Discussion Questions</i> | 12 |
| <i>Resources: Index of Blog Posts on P2PH</i> | 13 |
| <i>Resources: Summary of Blog Posts on P2PH</i> | 15 |
| Step Three: Collaborative Working | 21 |
| Step Four: Create Your Content | 22 |
| <i>Resources: Blogging How-To</i> | 23 |
| <i>Resources: Twitter How-To</i> | 26 |
| Step Five: Who is listening? Tracking Your Message | 29 |

Section C: Resources

| | |
|---------------------------------|----|
| Websites, Blogs & Organizations | 32 |
| Get Involved | 34 |



Just Publics @365

FROM PUNISHMENT TO PUBLIC HEALTH
Overview



OUR MISSION

The goal of the JustPublics@365 project is to create new forms of knowledge using digital media to connect academics, journalists and activists across traditional silos, and foster transformation on issues of social justice.

- The rise of digital media has fostered dialogues about “public scholarship,” but JustPublics@365 extends and enriches those discussions by emphasizing public scholarship that specifically addresses social inequality. This project breaks new ground in making explicit the connection between public scholarship and creating a more just world for everyone, with a particular focus on the impact that academic research can and should have on public policy.
- The project leverages the identity of the Graduate Center as an advanced public research institution and its location in NYC, at the heart of global networks of media and activists, to push forward a public conversation around social justice and inequality and to encourage greater collaboration between academics, journalists, and activists.

JustPublics@365 creates new synergies around issues of inequality and social justice enriched by research, buttressed by data (including new types of data and ways of recording the effects of research), and informed by visualizations that will make complex issues understandable to broader publics and make action to address inequalities easier.

- This is a bold attempt to: support and encourage distinguished but hidebound scholars to become more comfortable with digital media; to prompt media broadcasters to engage with scholars and sustain that conversation; to place social activists in conversation with researchers in ways that promote social transformation; and to broaden the impact of academic scholarship on public policy and practice.



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WHO WE ARE

Project Leadership & Team

The project is led by Jessie Daniels, Professor of Public Health, Sociology and Environmental Psychology at the Graduate Center and Hunter College, and Polly Thistlethwaite, Chief Librarian at the Graduate Center.

The project team includes (in alphabetical order):

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TOPIC SERIES INTRODUCTION

In the winter of 2013, JustPublics@365 introduced our second online social justice topic series. Each series featured leading academics, activists, and journalists who shared their research, experiences, and perspectives on a given topic. They did this through [blog](#) posts, [podcasts](#), and [infographics](#) on the JustPublics@365 website and social media channels. Each topic series was then compiled into free downloadable guides for individuals, community activists, academics and journalists, to use as teaching tools.

FROM PUNISHMENT TO PUBLIC HEALTH ***December 2013 – January 2014***

In this series we explored how public health might offer a more humane and just approach to social ills than the prevailing approach that is based on criminalization.



Source: <http://en.wikipedia.org/wiki/Prison>, Creative Commons Attribution

Since at least the 1970s, the response to drug use has been one that emphasized punishment and criminalization. The punishment framework has shaped the collective response to drug use, and increasingly every social problem, for the past thirty years, in the US and globally. Catch phrases like “lock ‘em up and throw away the key,” three



strikes you're out, and "let them rot in jail," have characterized this time period and this attitude toward social policy.

More recently, the reliance on punishment has been giving way to an approach that is more rooted in public health. For example, in 2013, US Attorney General proposed moving away from mandatory minimum sentences for drugs. And, as the Patient Protection and Affordable Care Act (ACA) – colloquially known as “Obamacare” – goes into effect, an estimated 32 million Americans will have new access to drug treatment programs. Outside the US, other countries are moving to legalize drugs (such as Portugal, Uruguay) and closing prisons due to lack of inmates (such as the Netherlands).

In this series we asked: how are these policy changes transforming the lives of everyday people? Are public health approaches to the criminalization of drugs really better or do they simply expand control over citizens? Through a variety of knowledge streams (e.g., podcasts, data visualizations, and blog posts) we hosted a month-long conversation between academics, activists and journalists about the shift from punishment to public health and if that moves us closer to a more just society.

The aim of JustPublics@365 is to foster the innovative work that can create connections between academics, activists and journalists who are working to address some of the pressing social problems of our time. From where we sit in the heart of New York City, criminalization is at the top of the list of pressing social problems. Rather than offer a solution, punishment as a policy framework *causes* deleterious harm to the democratic life of the city and the nation.

So, we offer this series on *Punishment to Public Health* as another case study of how we might reimagine scholarly communication for the public good.



HOW TO USE THIS GUIDE

The #P2PH module packet is designed to bring together digital activism strategies, tools and informational resources to help you create your own Punishment to Public Health social justice campaign.



Source: <http://ladybud.com/wp-content/uploads/2013/05/no-more-drug-war.jpg>

Our goal was to create a practical resource-rich guide that serves as an excellent introduction to producing a social justice digital campaign for activists on the ground, journalists writing a story or academics in the classroom.

This module is structured around three levels of campaign outcomes:

Make Your Issues Their Interest: Raising Awareness About An Issue with an Audience

Make Your Issue Their Issue: Getting an Audience More Deeply Engaged in An Issue

Make Your Issue Their Action: Moving an Audience Towards a Specific Action

Throughout this module packet, we cover basic campaigning how-to's, handpicked the best tools for collaboration and outreach, and provide examples of the JustPublics@365 From Punishment to Public Health digital activism campaign by highlighting our own work on this issue.



Just Publics @365

We hope that the information below will help you reach your target audiences by integrating some of the most widely used social networks into your social justice campaign or classroom projects.

If you have any questions in planning your campaign, please feel free to contact us at justpublics365@gmail.com or send us a tweet, @justpublics365.



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FROM PUNISHMENT TO PUBLIC HEALTH
Designing Your Own Social Justice Campaign



THE ESSENTIALS: DESIGNING YOUR OWN SOCIAL JUSTICE CAMPAIGN

STEP ONE: Who are you talking to? Audience and Target Participants

There are many stakeholders, or individuals, organizations and groups, connected to #P2PH. They can be supportive of ending mass incarceration, the drug wars and access to public health or they may be affected by them. The stakeholder may have the power to end mass incarceration and drugs wars in the US or may even be responsible for its implementation.

When designing a campaign, it's important to know all the people, organizations and groups involved in your topic. You also need to know who has the power to help you make a change.

Types of Stakeholders

Allies – People and organizations that already support what you want to do.

Neutral – People whose position is unsure/unclear.

Adversaries – People who oppose the change you wish to see.

Before you begin your campaign, it would be a good idea to figure out who your stakeholders are using the three categories in the box to the left. When you know who your Allies, Neutral and Adversary stakeholders are, you can more easily identify your target audience and see who will help you achieve your goal.

When identifying stakeholders in a community, it can be useful to think about these sets of questions:

1. Geography – local neighborhood, region, urban, rural - how do these shape people's experience of this issue?
2. Media habits – what media do they have access to, use and like?
3. Demographics – class, race/ethnicity, gender/sexuality, age, and disability can intersect and shape people's experiences and perceptions about #P2PH. How do these play a role in your community and with your stakeholders?
4. Culture – What is their cultural background of the specific community? What languages do they speak or read? Are there religious traditions that may influence how people view this issue?

Step one: Who are you talking to? Audience and Target Participants

DESIGNING YOUR OWN SOCIAL JUSTICE CAMPAIGN



5. Attitudes – Assess the attitudes within the community you are working in. Are people already engaged in organizing activity about this issue? If not, what would it take to get them to want to take action?

Example: JustPublics@365 P2PH Stakeholders

Allies –Drug Policy Alliance (organization), community health organizers

Neutral – general public

Adversaries – some elected officials, prosecutors, for-profit prison corporations (CCA)

**Drug Courts
Are Not the
Answer:
Toward a
Health-Centered
Approach
to Drug Use**

Source: Drug Policy Alliance

Target Audience and Participants

Your target audience is who can help you make the changes you wish to see. Participants are those who you would like to get involved in your media campaign (i.e. people, organizations, groups, etc.) and who will provide support by following the work that you produce, as well as help you share the message. Some will simply read your posts online and re-tweet your tweets, while others may want to engage actively by blogging for you, and more.

You should define your target audience early on as this will help you shape your message. A strong media campaign targets specific audiences and then has a better chance of being viewed by many. Use your list of stakeholders to identify your audience and who will become your participants. You may find that the target audience and participant communities overlap.

(Adapted from New Tactics in Human Rights' Spectrum of Allies exercise and <http://howto.informationactivism.org/>)

Example: Target Audience

Our Social Justice Topic Series #P2PH was created to encourage activists, academics and journalists to engage in conversation and form alliances on this issue. In our case, the target audience and participants overlapped - The participants and audience included academics, activists and journalists who have already worked on this issue as we sought to engage the three groups in conversations.



STEP TWO: What are you trying to say? Working on Content

Create a clear message that draws people to your social justice campaign. This is similar to a thesis statement - Do research and find out what story, or stories, needs to be told. You may find that your message changes as your campaign progresses.

Example: JustPublics@365 sought to answer the questions, “How are policy changes transforming the lives of everyday Americans? Is the US ‘war on drugs’ over? Are public health approaches to criminalization of drugs resisting or expanding control of citizens?”

Elements For Creating A Clear Campaign Message

1. Make sure your message is accurate and honest.

Don't mislead your audience as this will open you up to criticism.

2. Your message should be easy for your audience to understand.

Create a message that is concise and accessible for different groups/stakeholders to understand. What language are you using?

What question do you want to ask?

3. A good message is emotionally compelling.

Connect to your audiences' core and trigger a strong emotional response.

4. Test your message on audiences who represent your target/participant communities.

Does your target audience understand what your message is? Do they show interest and want to get involved?

5. Design a Call to Action.

The digital tools that you use should support your social justice campaign or project. This call-to-action should be designed in a way that brings about the change you wish to see.

Example: JustPublics@365 used various forms of action to engage audiences. We asked individuals and groups to re-tweet a message, Write a guest blog post, and Send in pictures of communities taking action and write to their representatives, family and friends.



Your call-to-action should:

- Be actionable. It should be something that people find easy to do
- Suggest specific ways in which your audience can get involved
- Provide options for different levels of engagement

More Resources

New Tactics in Human Rights provides good resources around strategy-building for human rights advocates as well as a workbook explaining different types of tactics that can be used.

(Adapted from <http://howto.informationactivism.org/>.)



Source: Drug Policy Reform

Action: On the next page, you will find discussion questions to get you started on designing your own campaign.



RESOURCES: Discussion Questions

The JustPublics@365 Social Justice Topic Series used a wide range of interview questions to engage, and learn from, the experiences of journalists, activists, academics and students. In this module packet, we have included sample questions that you may use to stimulate conversations around #P2PH with your colleagues on the field, in the classroom or at the office.

1. How did you get involved in working on drug policy?
2. Can you share a bit about how your research speaks to the issues of criminalization of public health?
3. How does criminalization and mass incarceration affect the lives of people in your research?
4. What are your thoughts on policy approaches that draw from public health rather than criminal justice?
5. Are there any examples of policy approaches that draw from public health rather than criminal justice? If so, do you think these are better or just reproduce the same systems of inequality?
6. Are there any 'lessons learned' on bringing together academics, activists and journalists in ways that promote social justice, civic engagement, and greater democracy that you could share?
7. How do you see these scholarly research and social justice projects interacting with each other?
8. What effect does digital media have on creating social change?
9. What people and resources (both print and social media) should individuals follow to stay abreast of news on #P2PH?



RESOURCES: Index of Blog Posts on Punishment to Public Health

Now that you have your content, it's important to organize it correctly. Here, you will find a list of all of the JustPublics@365 blog posts from our From Punishment to Public Health Series to help give you a sense of how to organize your online campaign. The posts are still on our website (Click on the titles below and you will be taken directly to the blog post).

Continue the conversation: Though our series has concluded, we encourage you to leave comments on the blog, share them with your colleagues through social media and reach out to us if you have any recommendations or stories you would like to share.

Use our content: We also encourage you to repost our blogs or use them to help you write your own - just make sure to give JustPublics@365 and the authors credit. Happy Reading!

- [From Punishment to Public Health: Our Next Social Justice Topic Series](#)
- [Challenging Punishment: From Mass Incarceration to Public Health , Human Rights, and Restorative Justice](#)
- [Special Interview with Alondra Nelson on Criminalization and Public Health](#)
- [Data Advocacy: Visualizations for Promoting Change](#)
- [Special Interview with gabriel sayegh on Municipal Drug Strategies](#)
- [Women in Prison: Twice as Likely to Have History of Abuse](#)
- [Criminalization, Unemployment and Health: Kai Wright, William Gallo and Glenn E. Martin in Conversation](#)
- [Special Interview with Eric Cadora on Mapping, Criminalization, and Public Health](#)
- [Mapping Social Inequities: Using Evernote for Evidence-Gathering](#)
- [Reframing Gun Violence as a Public Health Issue](#)
- [Data on Gun Ownership: Hard to Find](#)
- [Special Interview with Ernie Drucker](#)
- [Understanding Gun Violence in New York City: 10 Charts to Get You Started](#)
- [Guns and Suicide: A Public Health Crisis](#)
- [The Interrupters: Public Health and Violence](#)
- [Using Infographics to Shift the Debate on Gun Violence](#)
- [Journalism as Activism for Families Separated by Incarceration](#)



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- [Interview: Digital Media Activist István Gábor Takács](#)
- [Special Interview with Rebecca Tiger](#)
- [Punishment to Public Health: Bringing it All Together](#)



RESOURCES: Summary of Blog Posts on From Punishment To Public Health

From Punishment to Public Health: Our Next Social Justice Topic Series

By Morgane Richardson

In this series we will explore how public health might offer a more humane and just approach to social ills than the current approach that is based on criminalization. Through a variety of knowledge streams (e.g., podcasts, data visualizations, and blog posts) we will host a month-long conversation between academics, activists and journalists about the shift from punishment to public health and if that moves us closer to a more just society.

URL: <http://justpublics365.commonsgc.cuny.edu/2013/11/21/punishment-to-public-health-series-intro/>

Challenging Punishment: From Mass Incarceration to Public Health, Human Rights, and Restorative Justice

By Ernie Drucker

Positive changes in drug policies are gaining new momentum in the US , with more state undertaking marijuana's legalization. But reducing the length and frequency of drug-related incarceration going forward, however welcome, wont do anything about the large population of drug users already stuck in our prisons and the post prison correctional control over the lives of millions more. We must consider ways to remove most prisoners from the strangle hold of the criminal justice system.

URL: <http://justpublics365.commonsgc.cuny.edu/2013/11/22/challenging-punishment-mass-incarceration-public-health-human-rights-restorative-justice/>

Special Interview with Alondra Nelson on Criminalization and Public Health

By Heidi Knoblach

In this interview, we ask Alondra Nelson (Professor of Sociology and Director, Institute for Research on Women and Gender at Columbia University) about her experience entering spaces more commonly trodden by activists, what role she thinks stigma has in criminalization and public health, and the problems she sees with medicalizing behavior.

URL: <http://justpublics365.commonsgc.cuny.edu/2013/11/26/special-interview-alondra-nelson-criminalization-public-health/>



Data Advocacy: Visualizations For Promoting Change

By Wilneida Negron

Data visualizations can tell a clear concise story about why an issue is important and why change is needed. So, they are ideal tools for fostering greater awareness and supporting advocacy efforts.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/11/27/data-advocacy/>

Special Interview with gabriel sayegh on Municipal Drug Strategies

By Heidi Knoblauch

This week we interviewed gabriel sayegh, the director of the Drug Policy Alliance's New York policy office. In this interview, we talk about municipal drug strategies in Canada and Europe and explore opportunities for New York to implement these types of municipal-drug strategies.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/12/02/special-interview-gabriel-sayegh-municipal-drug-strategies/>

Women in Prison: Twice as Likely to Have History of Abuse

By Alice Cini and Stephanie Hubbard

While many of the demographics for women in prison parallel those of men – that is, they are disproportionately black and poor – a closer look reveals another story. Women bring a gendered life experience with them to incarceration. And, being gendered ‘woman’ in this society often means a series of difficult life circumstances and hardships, like physical or sexual abuse in childhood or as an adult. Incarceration places the additional burdens of isolation, humiliation, and systemic marginalization to these gendered life experiences.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/12/03/formerly-incarcerated-women-abuse/>

Criminalization, Unemployment and Health: Kai Wright, William Gallo and Glenn E. Martin in Conversation

By Jessie Daniels

In our ongoing effort to curate conversations between journalists, academics and activists around social justice issues for broad audiences, we partnered with TechChange and invited Kai Wright, Professor William Gallo and Glenn E. Martin to have a conversation about the connections between criminalization, unemployment and health, moderated by JustPublics@365 Digital Fellow Heidi Knoblauch.



URL:

<http://justpublics365.commons.gc.cuny.edu/2013/12/04/criminalizationunemploymentandhealth/>

Special Interview with Eric Cadora on Mapping, Criminalization, and Public Health

By Heidi Knoblauch

We had the opportunity to interview Eric Cadora, the founder of the Justice Mapping Center. In this interview, we talk about Mapping, Criminalization and Public Health.

URL: http://justpublics365.commons.gc.cuny.edu/2013/12/05/eric_cadora/

Mapping Social Inequities: Using Evernote for Evidence-Gathering

By Wilneida Negron

This post explores how Evernote 5 can be used as a free and powerful evidence-gathering digital tool for highlighting social inequities. Evernote 5 is available for free for both Mac and recently released for Windows.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/12/05/mappingsocialinequities/>

Reframing Gun Violence as a Public Health Issue

By Jessie Daniels

Currently, our response to guns and gun policy is one that oscillates between a punitive criminalization of some gun owners and a staunch, Second Amendment defense of other gun owners. How might society be changed if our approach to guns and gun violence were reframed as a public health issue, like seat belts or smoking?

URL: <http://justpublics365.commons.gc.cuny.edu/2013/12/09/gun-violence-public-health-issue/>

Data on Gun Ownership: Hard to Find

By Candace McCoy Professor, John Jay College and The Graduate Center, CUNY.

Knowing how many guns are available in the USA today, where they are located, and who own them is practically impossible under current law. The best we can do in estimating data on gun ownership is to take data from individual states and cities that require every sale or gift of a gun to be recorded, and aggregate these datasets. At best, these describe local conditions only, not national patterns.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/12/09/data-gun-ownership/>



Special Interview with Ernie Drucker

By Heidi Knoblauch

Ernest Drucker is an epidemiologist at Columbia's Mailman School of Public Health, a Scholar in Residence at John Jay College of Criminal Justice, and author of the 2011 book, A Plague of Prisons: The Epidemiology of Mass Incarceration in America. He is licensed as a Clinical Psychologist in NY State and conducts research in AIDS, drug policy, and prisons and is active in public health and human rights efforts in the US and abroad.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/12/10/special-interview-ernie-drucker/>

Understanding Gun Violence in New York City: 10 Charts to Get You Started

By Wilneida Negron

Recently, the NYPD released a an interactive Crime Map that allows you to see the instances of crimes as a heat map shaded by precinct when viewed zoomed out, and by graduated points when zoomed in. Using data and charts from the Neighborhood Crime and Drug Project, directed by John Jay Faculty in the Department of Anthropology, Ric Curtis, Josh Eichenbaum, and Ernest Drucker, we decided to explore the more neighborhood and personal experiences with guns in New York City.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/12/11/gun-violence-in-new-york-city/>

Guns and Suicide: A Public Health Crisis

By Alice Cini

Despite President Obama's reversal earlier this year of the NRA-sponsored amendment that barred the CDC from studying the causes and prevention of gun violence, researchers are still unable to answer many key questions such as the number and distribution of weapons across the country – slowing down prospects for life-saving policy reform.

URL: <http://justpublics365.commons.gc.cuny.edu/2013/12/12/guns-suicide-public-health-crisis/>

The Interrupters: Public Health and Violence

By Morgane Richardson

In 2011, Steve James released a documentary, The Interrupters, to capture the violent landscape of our cities through the eyes of “violence interrupters,” activists working in the tradition of non-violence to interrupt confrontations before they become violent.



This documentary tells the story of three activists working to protect their Chicago community from the violence they once created.

URL: <http://justpublics365.commonsgc.cuny.edu/2013/12/16/interrupters-public-health-violence/>

Using Infographics to Shift the Debate on Gun Violence

By Jessie Daniels

In many ways, gun violence is the best example of how our criminalization has not solved a problem that seriously harms peoples' health. As previous posts here have noted, the data on gun ownership and gun violence can be daunting. Infographics can help clarify what the patterns are, and what the harm to health really is.

URL: <http://justpublics365.commonsgc.cuny.edu/2013/12/17/using-infographics-shift-debate-gun-violence/>

Journalism as Activism for Families Separated by Incarceration

By Sandeep Junnarkar, Associate Professor, CUNY Graduate School of Journalism

While statistics and political attitudes about incarceration rates in America are closely tracked, the human stories of prisoner families—like Ms. Coleman's—are virtually unknown to mainstream Americans because this exploding yet unaccounted population is viewed with suspicion and rejected as guilty by association.

URL: <http://justpublics365.commonsgc.cuny.edu/2013/12/20/journalism-as-activism/>

Interview: Digital Media Activist István Gábor Takács

By Jessie Daniels

In our on-going series "Punishment to Public Health," we interviewed István Gábor Takács who is the Video Program Director with the Hungarian Civil Liberties Union (HCLU). Takács makes award-winning advocacy videos.

URL: <http://justpublics365.commonsgc.cuny.edu/2014/01/23/interview-digital-media-activist-istvan-gabor-takacs/>

Special Interview with Rebecca Tiger

By Heidi Knoblauch

Rebecca Tiger is an Assistant Professor of Sociology at Middlebury College. Her first book, Judging Addicts: Drug Courts and Coercion in the Justice System, examines the re-emergence of rehabilitation in the criminal justice system by focusing on the medicalized theories of addiction that advocates of drug courts use to bolster criminal justice oversight of defendants.

URL: <http://justpublics365.commonsgc.cuny.edu/2014/01/24/special-interview-rebecca-tiger/>



Punishment to Public Health: Bringing it All Together

By Jessie Daniels

Over the last couple of months, we've highlighted the ways scholars, activists and journalists work to further social justice by shifting the public policy framework from one of "punishment" to "public health," or P2PH. As we've shown, the research is clear that our policy of mass incarceration of the past 30 years damages our society. Today, we bring it all together.

URL: <http://justpublics365.commons.gc.cuny.edu/2014/02/03/punishment-public-health-guide/>



STEP THREE: Collaborative Working

A good networking-building tactic will help you expand your audience, help you engage volunteers, track attendance at events and assist in the distribution of information as well as manage your supporters.

Meeting people in person and introducing your campaign is a great first step, but how do you keep them interested in a digital world? And how do you reach people who you don't have the time, resources or chance to meet in person?



Source: [Day of Protest Against Police Brutality and Mass Incarceration](#). Elizabeth Brossa.

You can do this by:

1. Creating a database

Start by creating a spreadsheet using Google documents (or if your budget allows, Constant Contact) of contacts. Include tabs with their names, basic contact info, where you met them, their interest level, and what kind of stakeholder you think they may be.

2. Recruiting new Supporters

You can convince individuals and organizations to get involved in your project by attending conferences and the like, but it is also a good idea to engage those who find your work online. You can do this by: including a link to your cause/website in your email address, create a contact form on your website or newsletter, and create a Facebook or Twitter hashtag that represents your organization/cause. (Adapted from <http://howto.informationactivism.org/>.)



STEP FOUR: Create Your Content

Now that you know what your message is, and who your audience and supporters are, it's time to create your content. Ask yourself:

- a. What medium will you use to share your information?
- b. Will you use blog posts, Twitter or Facebook?
- c. How often will you upload content and during what time of the day?
- d. How will others contribute to your content?

When you produce any content, it's important that you are aware of copyright laws:

1. Make sure to cite all sources. You are doing social justice work and so it's especially important that you give credit where it is due.
2. Decide on what kind of copyright laws you want to use ([Creative Commons](#), Open source, etc.).

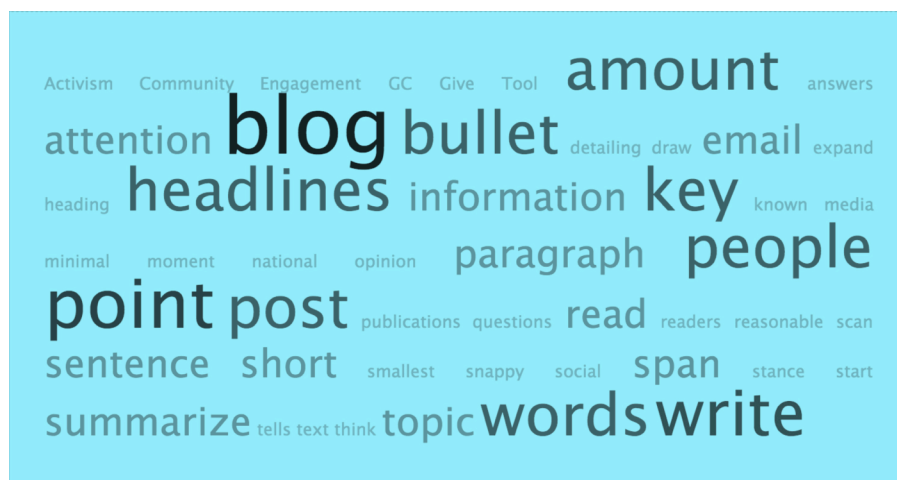
(Adapted from: [Message-in-a-box](#))

Action: On the following pages, you will find a Blogging How-To as well as a Twitter How-to, to get you started on developing your content.



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RESOURCES: Blogging Guidelines. Producing Content For Your Campaign



We have put together a DIY blogging form to help guide you in the blogging process. If you have any questions, please feel free to contact our team at Justpublics365@gmail.com. We look forward to reading your work!

1. If you can write an email, you can blog.

If blogging is completely new to you, the key is knowing that if you know how to write an email detailing key information, you can blog. Take a moment to gather your thoughts, put them into bullet points and then expand.

2. Make headlines snappy

Make your headline interesting and witty (but about your topic) so that people want to read it. Look at national publications to see how they do it. For example: “Blogging at the GC” is too broad and doesn’t explain what the text is about. “Academic Blogging as a Tool for Activism and Community Engagement” tells your audience what your blog post will be about.



3. Write Less - 250-500 words is plenty

Give the most amount of information that you can in the smallest amount of writing. A 250-word post that answers the key questions (“what, how, when and why?”) is phenomenal; doing the same in 500 words is reasonable.

4. Make your opinion known

People have short attention spans, so draw them in by getting to the point. Tell your readers what you think using a minimal amount of words. Have a topic sentence that summarizes your stance at the beginning of each paragraph.

5. Make your posts easy to scan

Insert a sub heading every few paragraphs. Make sentences and headlines short and to the point.

6. Include bullet point lists

In the age of social media people don’t have time or attention span to read everything. Bullet points are a great way to start/summarize an article.

7. Include links

Support your post with links to other websites that are relevant to your post (but always link “externally” so that viewers don’t lose your blog post page). This turns your article into a broader resource for those viewers who want to delve into the topic. When done appropriately it also makes your post rank higher in search results.

8. Incorporate keywords

Think about what keywords people would use to search for your post and include them in the body text and headers. Make sure the keyword placement is natural and does not seem out of place.

9. Develop a consistent writing style

People enjoy knowing what they are going to get. Find your writing style (and general topic) and then stick to it.

10. Edit your post

Good writing is in the editing. Before you hit the submit button, ALWAYS re-read your post and cut out the stuff that you don’t need. One very effective trick is to read it



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aloud and make sure that it sounds right. Another trick to stay aware of your writing is to read your post from the last sentence up.

11. Use pictures and video when appropriate

Mix in some images and video clips whenever appropriate. Often, people will glance at the title of your post and then look at the picture or skip to the video to understand what you're speaking about.

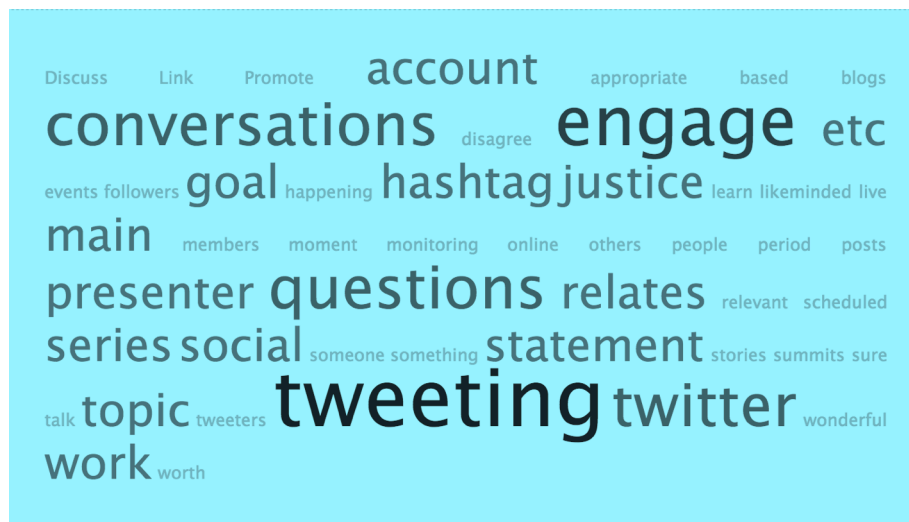
12. Market your blog post

Now that you spent all of this time writing your post, it's important to get people reading. Promote your blog post using your personal Facebook, Twitter, Linked, and/or Google+ accounts (it's best to use a bit.ly link so that you can track the number of views). You may also post a comment on a like-minded blog or YouTube/Vimeo video and include a link to your own post using a bit.ly link.



RESOURCES: Twitter Guidelines. Producing Content For Your Campaign.

Before you get started, here is a key to guide you through using twitter to promote your topic series. If you have questions about the specifics of tweeting (i.e. understanding what a tweet is, how its used, knowing what to tweet about, etc.), please contact us at justpublics365@gmail.com and we can send you more detailed packet. Happy Tweeting!



What to Tweet About: Your main goal is to engage others outside to learn more about the work that you are doing.

If you are live tweeting, you can:

- Capture the voices of the speakers by tweeting their statements, or quotes from them.
- Engage in conversations with other tweeters using the appropriate hashtag.
- Ask questions to the presenter(s) as well as other audience members both on and offline.



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- Retweet someone else's wonderful statement, question, etc. that has been made based on the presentation at the moment.
- Connect with other Justpublics@365 friends on Twitter and ask them to check out what's happening with your social justice topic series via the #jptopicseries.

If you are tweeting on a daily basis or monitoring an account for a scheduled time period:

- Promote blogs posts and upcoming conferences, events, summits.
- Engage in conversations with your twitter followers.
- Take a look at @justpublics365 and likeminded hashtags (i.e., #jptopicseries, #P2PH #socialjustice, etc.) and see if there are any tweets that you can re-tweet, ask questions about, disagree with, etc.
- Link to relevant articles or stories (i.e. did you recently read or write something related to new media and social justice? That's certainly worth sharing on your twitter account).
- Discuss your own research or activism as it relates to your topic series (make sure to make it about the work though).

The main goal is, engage in conversation, talk to people online.

How to include hyperlinks: If you are going to be tweeting and citing other blogs, make sure to make all hyperlinks into a bit.ly so that you can monitor them (i.e. you can see click-through rates).

What to favorite: Use the "star" or favorite to mark any key interactions. You can pull your favorite tweets on a specific # and then generate a blog from it!

How To Use The Hashtag: You should use hashtags whenever you are discussing a corresponding topic/subject. Not only will you "store" or save tweets by using these hashtag, you will be able to see what others are saying about the same topic, what quotes they have obtained (that you might want to share or retweet) from a live event or conference.

To date, the most commonly used @JustPublics365 hashtags are:

- a. #JPTopicSeries
- b. #StopandFrisk
- c. #P2PH: used when discussing from punishment to public health
- d. #CUNYGC: used when discussing events happening at the Graduate Center



e. #digitalGC: used when discussing the move for a digital Graduate Center

Hashtags that may be relevant to your social justice topic series are:

- a. #p2: used when discussing/referring to the progressive movement
- b. #fem2 or #gender: used when discussing anything around gender and feminism
- c. #"insertnameofpresenter": You can create a hashtag for a person presenting (used largely if the person you are referring to doesn't have a twitter account)
- d. #race: used when discussing race issues
- e. #lgbtq: used when discussing LGBTQ issues
- f. #StopandFrisk: used when discussing stop-and-frisk
- g. #P2PH: used when discussing punishment and public health



STEP FIVE: Who is Listening? Tracking Your Message

Tracking your reach is an important way of knowing if people are listening to your message and who they are. There are many online platforms that have built-in analytical tools to help you track your viewership.



“Police Brutality Protest Planned for Friday on Capitol Hill” by JSeattle is licensed under CC BY 2.0.

I. Track Your Own Message

Here are online analytics tools that can help you measure how many people download your campaigns logo, post photos documenting an action organized by your organization, share your video on their blog or send emails about your campaign.

- **Blip.tv video dashboard:** The Blip.tv video dashboard allows you to automatically cross-post a video and track its activity on other video services such as YouTube, DailyMotion, or Vimeo, and to the micro-blogging site, Twitter.
- **Google Analytics:** Google Analytics allows you to measure how many people visit your website, which websites they were referred from, how long they spent on your website, what pages they read, and on what page they clicked out of



- your website. You need to be able to add a JavaScript code generated by Google to your website in order for Google Analytics to track your visitors.
- Email alerts: Many social network sites allow you to receive emails notifying you when new people add you as a friend or contact, comment on your content, or send you a private message. If you dedicate an email account to these alerts, you can share them with others in your organization, and avoid overloading your regular email account.
 - AWWStats/JAWStats: AWWStats is a free and open source web traffic analytics tool, which can track how many people visit your website
 - ClickHeat: ClickHeat is a free and open source web application that generates visual representations of where people click when visiting your website, so that you can see what parts of the page are most interesting, easy to read, or effective in getting your visitors to act.

2. Track the issue you are looking to change

The Justpublics@365 From Punishment to Public Health series used the hashtag #P2PH as well as #jptopicseries to track current news, organized forms of action and to connect to other individuals and organizations working on this issue. Here are some tools that you may use to track issues online and stay up to date with developments that you can respond to.

- Google Alerts: Google Alerts supports you to search for any coverage of an issue, in digitized print media as well as in online-only media and blog posts. By signing up for alerts via email or RSS feed, you can get updates as they appear.
- RSS Readers (such as Netvibes, Feedly or Reeder): Allow you to subscribe to any syndicated (RSS) content published on websites (such as blog posts, podcasts or videos) and see it as soon as it is posted.
- Twitter: You can track replies to your messages, and track keyword searches by hashtag (#), which makes relevant posts easier to find.
- HootSuite: HootSuite has built-in analytical tools to track how many people quote, or reply to, your Twitter posts.

(Adapted from: <https://archive.informationactivism.org/en/basic5>)



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FROM PUNISHMENT TO PUBLIC HEALTH
Resources



WEBSITES, BLOGS & ORGANIZATIONS

Want to continue learning about punishment, public health and social justice? Here are the websites, blogs and organizations that we featured for our Social Justice Topic Series on #P2PH.

[**ACLU**](#)

[**Bronx Defenders**](#)

[**Center for Constitutional Rights**](#)

[**Center for Disease Control and Prevention**](#)

[**Center for NuLeadership on Urban Solutions**](#)

[**Colorlines**](#)

[**The Commission on Narcotic Drugs**](#)

[**Community Justice Network For Youth**](#)

[**Community United Against Police Reform**](#)

[**Correctional Association of New York**](#)

[**Cure Violence**](#)

[**Domestic Violence Survivors Justice Act**](#)

[**Drug Policy Alliance**](#)

[**Drug Reporter**](#)

[**Family Life Behind Bars**](#)

[**Fortune Society**](#)



[General Social Survey](#)

[Harvard Youth Violence Prevention Center](#)

[Housing and Solutions](#)

[Institute on Women and Criminal Justice](#)

[Interactive Crime Map](#)

[International Drug Policy Reform Conference](#)

[Justice Mapping Center](#)

[JustPublics@365](#)

[Morris Justice Project](#)

[National Institute of Corrections](#)

[New York Civil Liberties Union](#)

[Picture The Homeless](#)

[Prison Families of New York](#)

[Vera Institute on Youth Justice](#)

[Witness](#)



GET INVOLVED

Do you understand the facts? Dispel the stigma around people who use drugs using this [fact sheet](#).

Have a Smartphone? Encourage everyone you know to download use the [Interactive Crime Map](#) to see the instances of crimes in their neighborhoods.

Are you on Twitter? Join the conversation and learn about local advocacy efforts by following these hashtags: #p2ph, #warondrugs, #drugpolicy, #nomoredrugwar

Have a lot of data? Use [Evernote](#) to collect an array of documents, keep them organized, collaborate and share your work with others, and capture evidence during your day-to-day activities.

Do you want to use visuals? Use [Visual.ly](#) or [Tableau Public](#) to create infographics to shift the debate on important issues and help clarify what the patterns are.

Ready to take action? Go to the [Drug Policy Alliance](#) website and use their [template](#) to tell your representatives, friends and family members that you stand for drug policies based on science, compassion, health and human rights.

Want to create your own campaign? Use this toolkit to get you started and also get examples from the Drug Policy Alliance's [Federal Activist Toolkit](#).