

SAVING LIVES CAMPAIGN

Steps towards passing action resolutions in your city, state or labor union

Many cities, states and labor councils are working to pass Saving Lives resolutions, with most passing unanimously. Below are the steps we used for passing a local resolution in a major city, with outreach materials you can customize (see links). Use this Google form to request coaching from people who've already passed a resolution bit.ly/cubaresoadvice. Adapt everything to fit your local conditions!



1 GET ORGANIZED

Step one: form an organizing committee—three to five people can do initial planning efficiently; you'll need a committee member or friend with social media skills. Saving Lives activists can give you an orientation if you like.

2 GET ORIENTED

Familiarize yourselves with Cuba's success in responding to COVID-19 on the *Saving Lives website* SavingLives.US-CubaNormalization.org. Watch great short videos on bellyofthebeastcuba.com, and [1] look over the [list of resources](#). [2] **Tailor the draft *Saving Lives resolution* for your locality**, expecting that your draft resolution may be amended by the body voting on it.

3 FIND A LEAD SPONSOR

Find a resolution sponsor who will champion your draft resolution for passage and assign a staff member to coach you through the process. A surprising number of officials have visited Cuba, and these were our best advocates. It works best if you find someone well known to the proposed lead sponsor to help make the pitch. [3] **Tailor the sample *short email of introduction*** and attach a short article or video clip and the draft resolution. Request a meeting with the sponsor or their staff member to discuss the resolution and block out a timeline for introducing and passing it. Allocate roughly three weeks to organize broad community support.

4 BUILD SUPPORT

Gather individual endorsements for the resolution from supporters.

Identify people and mailing lists for outreach to find individuals who will endorse your draft resolution, lending their names. An individual endorsement is a quick and easy first step, and it gives your committee contact info and permission to ask these endorsers to take next steps that require more effort.

Consider medical professionals, union and community leaders and members, scientists, public health officials, people who have traveled to Cuba, college students, constituents, and journalists who might endorse and publicize this effort. In San Francisco we used email and Facebook to outreach to supporters. Twitter and Instagram could also be helpful, especially to reach younger Cuba supporters. **[4] Tailor and send out the sample "request to endorse" email including your own [Google response form](#) (see the example from San Francisco).**

Next, tailor and send the [5] [sample follow up email](#) to the individual endorsers, asking them to email or call public officials to support the resolution. Also begin to line up supporters who are willing to make a public comment on the day of the vote.

Provide clear instructions on how and when to speak at the municipal meeting. Speakers will need to rehearse and time their remarks. While your supporters are in line waiting to speak, try to be in email and/or phone contact with them. Especially in these times of remote zoom meetings, people waiting to do public comment need to know that others are also waiting.

5

FOLLOW UP

- **To have wider impact "beyond the choir," send out a [6] [press release](#) about the success of the resolution to media lists and post social media.** Reach out to friendly media contacts in advance of the vote, requesting an article and offering interviews to English and Spanish-language press. Post on social media. Keep notes on friendly media contacts.
- **Be sure to reach back out to all who made public comments,** as well as individual endorsers to inform them about the vote results. Thank them for their support! Thank resolution co-sponsors.
- **Connect people with ongoing Cuba collaboration and solidarity work.** As we organize to pass the resolution, we are building up a mailing list. We enrolled all individuals who endorsed in a regional Google group that circulates low volume Cuba news and information on events (anyone who wants to opt out of this list serv can easily do so).
- **And please report your success to the Saving Lives Campaign.** Request that your local campaign endorsers (including officials who voted for the resolution), be entered on the national endorser list. Write to johnwaller46@gmail.com.

6

IMPLEMENT THE RESOLUTION

Here are some ideas:

- **With your sponsors, contact state and national public officials** to inform them about the resolution and the importance you place on medical collaboration and ending the US blockade of Cuba.
- **Educate local organizations** by showing the short videos War on Cuba (3 parts) and Door to Door Doctor, by Belly of the Beast Cuba bellyofthebeastcuba.com. Have a speaker or reflections from people in your organization who have been to Cuba. Discuss.
- **Set up professional development events for health workers** including speakers and/or films on the Cuban health system. *Cuba and Covid* is an excellent 66-minute overview.
- **Arrange for an educational trip** so that people can see Cuba with their own eyes; individuals can apply to the Venceremos Brigade which has led 50 delegations: VB4Cuba.com
- **Reach out to other localities and organizations** to pass Saving Lives resolutions. Each resolution is a building block of a powerful movement to end the blockade!