

Why Organize?



For her growing brain:

- Proper nutrition
- Proper health care
- Nurturing
- Stimulation

...So what is missing?



What prevents a healthy environment?

- "Pollutants" in the youth environment**
- Alcohol
 - Other drugs
 - Violence
 - Neglect
 - Tobacco
 - Bullying
 - Poor schools
 - Poverty
 - Injustice
 - Prejudice

COMMUNITY COALITIONS

The perfect tool

"A union of people and organizations whose goal is to bring together elements of a movement to build a base of power capable of winning on issues of mutual concern."

-Community Organizing for the Common Good, 2000

A healthy coalition IS your community's healthy brain

- Guides the movement of your community
- Makes decisions in your community's interests
- Identifies and mobilizes against threats
- Requires consistent stimulation and nourishment



THE MEDULLA

- “Most important 4 inches in your body”
- Controls respiration
- Controls heart beat
- Connects the brain to the rest of your body
- STOPS FUNCTIONING – YOU DIE



Your Funders

- Provide resources
- Determine allocations
- Keep the operations functioning
- Allow all capacities to function
- CAN'T LIVE WITHOUT



Cerebellum

THE CEREBELLUM

- Controls balance
- Controls large muscles
- Allows mobility

Impairment Symptoms

- Weakness
- Lack of coordination
- Inability to move



Your Political Leaders & Law Enforcement

- Move community's "large muscles"
- Give your coalition strength and credibility
- Provide balance with "activists"

Without them:

- Coalition has no throw weight
- Coalition can't set policies
- Coalition has no enforcement strength
- Coalition is **paralyzed**



THE LIMBIC SYSTEM

- Controls emotions
- Controls urges
- Controls motivation and appetites

Impairment Symptoms

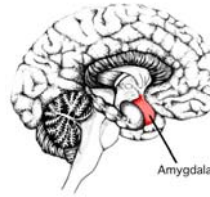
- Anxiety or worry
- Erratic emotional impulses
- Flat affect or depression

Your Community Activists

- Motivate the community
- Drive the energy of your coalition
- Provide the grassroots hunger for change

Without them:

- Coalition has no driving force from citizens
- Coalition is boring – no one wants to become involved
- Coalition members fret and worry – No courage to do battle
- Coalition settles for half-measures
- Coalition becomes all talk – no ACTION



THE AMYGDALA

- Allow sudden action
- Allow rage and flight
- Provide bursts of adrenaline (epinephrine)

Impairment Symptoms

- Inability to mobilize when severely threatened
- (Overactive: *Rage and uncontrollable temper episodes*)

ACTIVIST RADICALS!



THE CINGULATE GYRUS

- “Gear shifter”
- Allows transition from task-to-task
- Provides cognitive flexibility

Impairment Symptoms

- Inability to transition smoothly between tasks
- Tendency to get “stuck”
- Obsessiveness, “race brain”

Your Governing Board



- Provides flexibility
- Takes in and incorporate many points of view
- Keeps leaders, activists, radicals in check – *avoiding obsession on single issues*

Without them:

- Coalition operates at the whim of every passing interest
- Coalition allows leadership to become rigid and inflexible
- Coalition easily gets stuck on challenges – *unable to move on and let go*

THE CORPUS CALLOSUM

- Allows hemispherical communication
- Balances input
- Linear ---- Conceptual

Impairment Symptoms

- Hemispheres don't “talk to” one another
- Input is received, but is unable to become *integrated*

Accountants
 Researchers
 Technophiles
 Organizers
 Law Enforcement
 Managers

Artists
 Performers
 Educators
 Designers
 Dreamers
 Nurturers

THE TEMPORAL LOBES

- Responsible for long-term memory
- Allow information recall
- Discriminate between relevant and irrelevant information

Impairment Symptoms

- Inability to recall
- Poor sorting between important / unimportant stimuli

Your Secretary or Recorder

- Keeps members informed
- Maintains historical record
- Determines what is crucial to record and keep

Without them:

- Coalition members lose touch (and interest)
- Coalition is unable to provide documentation of accomplishments and challenges
- Too much or too little information flow between members and to outside community

THE PREFRONTAL CORTEX

- Executive function
- Judgment and reasoning
- Ability to anticipate consequences
- Ability to delay gratification
- Ability to incorporate impulses and urges into successful actions

Your Leaders

- Set coalition direction
- Communicate with the body of the community
- Bring in and control resources
- It all starts here

Without them:

- Coalition is rudderless, directionless
- Poor quality staff and volunteers are hired
- Decisions are not made
- Challenges are not addressed
- Resources are mismanaged

Brain Food for your Coalition

Vision and Mission Statement

Diversity of membership

Wide funding base

Strong leadership

FEARLESSNESS