Narratives for Health
change what's possible

Three Faces of Power
A framework for thinking about building power for health equity

1 Organizing people and resources to influence decisions

Short Term Focus
Visible Power

Influence:
- Policies, laws, rulings, regulations made by public officials, administrators, etc.
- Elections

Actions:
- Educate (e.g., research reports)
- Advocate and lobby
- Support issue-focused organizing campaigns
- Register voters

2 Building infrastructure to influence what's on the agenda

Short + Long Term
Hidden Power

Influence:
- Which issues are being addressed
- Who is at the decision making table

Actions:
- Build collective capacity (e.g., developing leaders and skills)
- Build infrastructure (e.g., establishing grassroots orgs and coordinated alliances and networks)
- Shift or expand the political agenda

3 Changing narratives + worldviews to shape what is possible

Long Term Focus
Invisible Power

Influence:
- How people consciously and unconsciously think about and interpret the world around them and what they see as possible

Actions:
- Define and reinforce key themes that bridge the issues on our agenda
- Activate key values and beliefs to shape public debate
- Challenge current dominant narratives

Adapted from Grassroots Power Project