DIRECT ACTION

Nonviolent direct action seeks to create such a crisis and foster such a tension that a community which has constantly refused to negotiate is forced to confront the issue.

Martin Luther King, Jr.
The 1963 Civil Rights Direct Action Campaign in Birmingham, AL
Direct Action Means...

CONTROVERSY

TENSION

RISK

CONFRONTATION
Direct Action is a Strategic Tactic that:

✓ Brings the organization face-to-face with the target or enemy.

✓ Designed to go outside the experience of the target or enemy.

✓ Uses people power in a literal manner; civil disobedience/“incarnation of justice.”

✓ Creates transformational experiences for leaders who take risks.
Objective of a Direct Action

✓ **ESCALATE THE CRISIS**: Deliver a message that exposes the crisis. Create the narrative about who is responsible for that crisis - the target is responsible.

✓ **ESCALATE THE TARGET**: Expose the target; turn the target toxic. Cost the target resources - votes, money, time influence, etc.

✓ **ESCALATE YOUR VOICE**: Escalate tension when being ignored to get movement on a specific demand. Force the target to make a choice between ongoing direct action or meeting the demand.

✓ **ESCALATE YOUR BASE**: Develop and energize your leaders and base.
Not an Objective of a Direct Action

× Just highlighting a problem, but not a demand
× Just “getting press”
× Just venting / blowing off steam
Direct Action Uses a Variety of Creative Tactics:

- Protests
- Walkouts
- Sit-Ins
- Marching in the Streets
- Occupying Public or Private Spaces
- Banner Drops
- Civil Disobedience
- Vandalism
- Chanting
- Obstructing Public Way
- Birddogging
- Press Conferences
- Car Caravans
PROTEST
WALKOUTS AND SIT-INS
BANNER DROPS
BANNER DROPS
VANDALISM
CAR CARAVANS
DIRECT ACTION IS DISCIPLINED
Leadership Team
Action Lead and Leads from Each Direct Action Team

Program Team
Police Liaison Team
Marshal Team
Media Team
Energy Team
Civil Disobedience Team
2019 SNaHP, PNHP, Jane Addams Senior Caucus, People Action, NNU, DSA and others Direct Action

✓ **TARGET**: AMA

✓ **CAMPAIGN DEMAND**: Support Single Payer and Withdraw from the Partnership

✓ **FORMAT**: Die-In at AMA annual meeting; march and rally outside the hotel, and flyered all guest rooms

✓ **OBJECTIVES**:
  - Bring our demands and pain into the public eye, and to the AMA doorsteps
  - Get AMA to withdraw from the partnership;
  - Get AMA publicly support single payer
Here lies a patient who couldn’t afford insulin.

Here lies an infant whose mother couldn’t afford health care.

44% of Americans don’t go to the doctor when they’re sick because they can’t afford it.
BRAINSTORM
Target
Campaign Demands
Allies
Format
Objectives and Timeline