

# 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.*

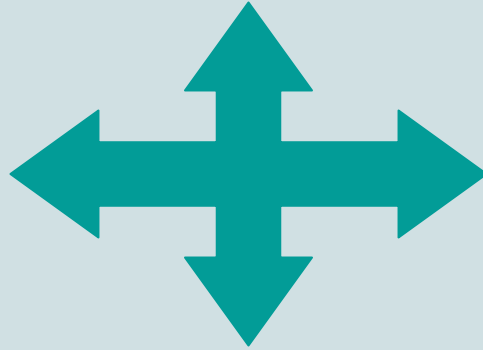


The 1963 Civil Rights Direct Action Campaign in Birmingham, AL

# 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

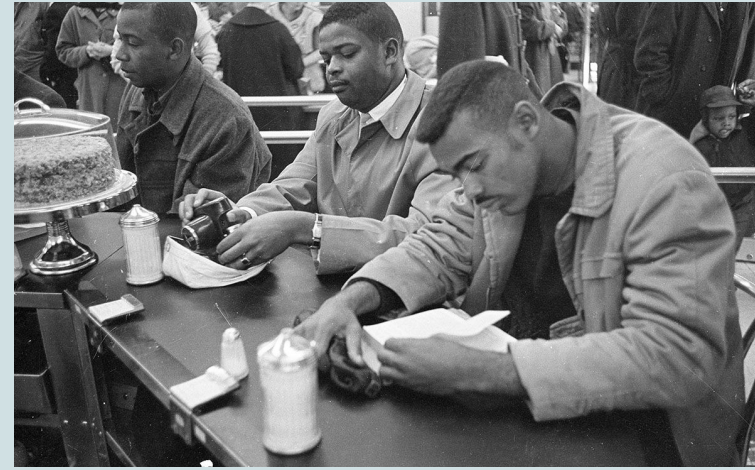




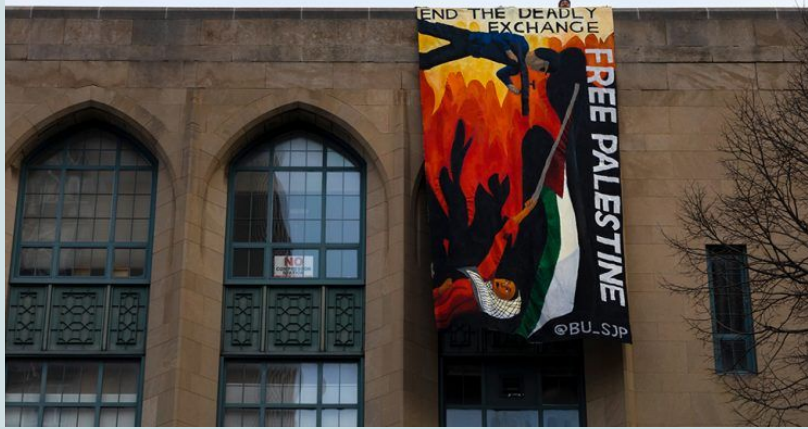
# PROTEST



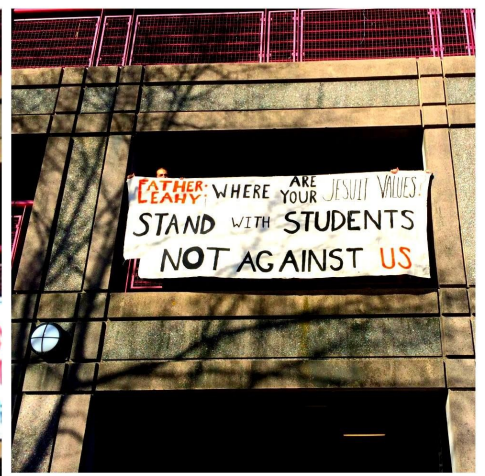
# WALKOUTS AND SIT-INS



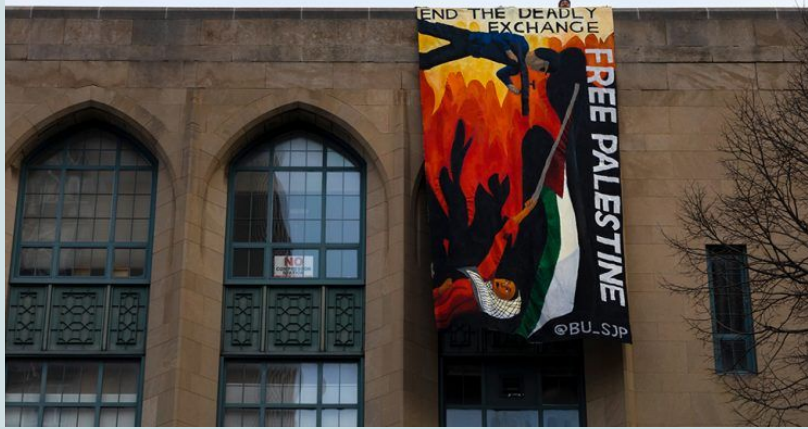




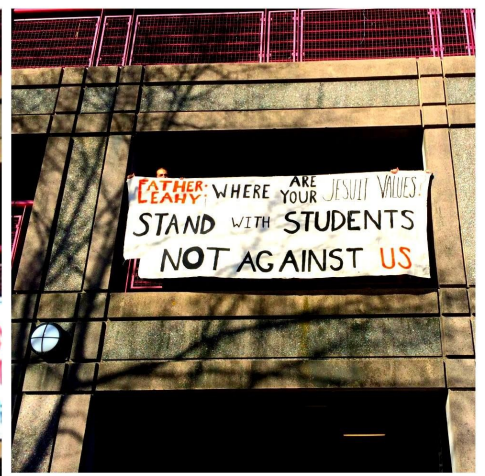
# BANNER DROPS







# 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



# **BRAINSTORM**

Target

Campaign Demands

Allies

Format

Objectives and Timeline