

Eau Claire County Poverty Summit

STIGMA

& PUBLIC NARRATIVE

Action Team

Team Members

COACHES

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CO-CHAIRS

Sadie Dupont & Kasey Grams

MEMBERS

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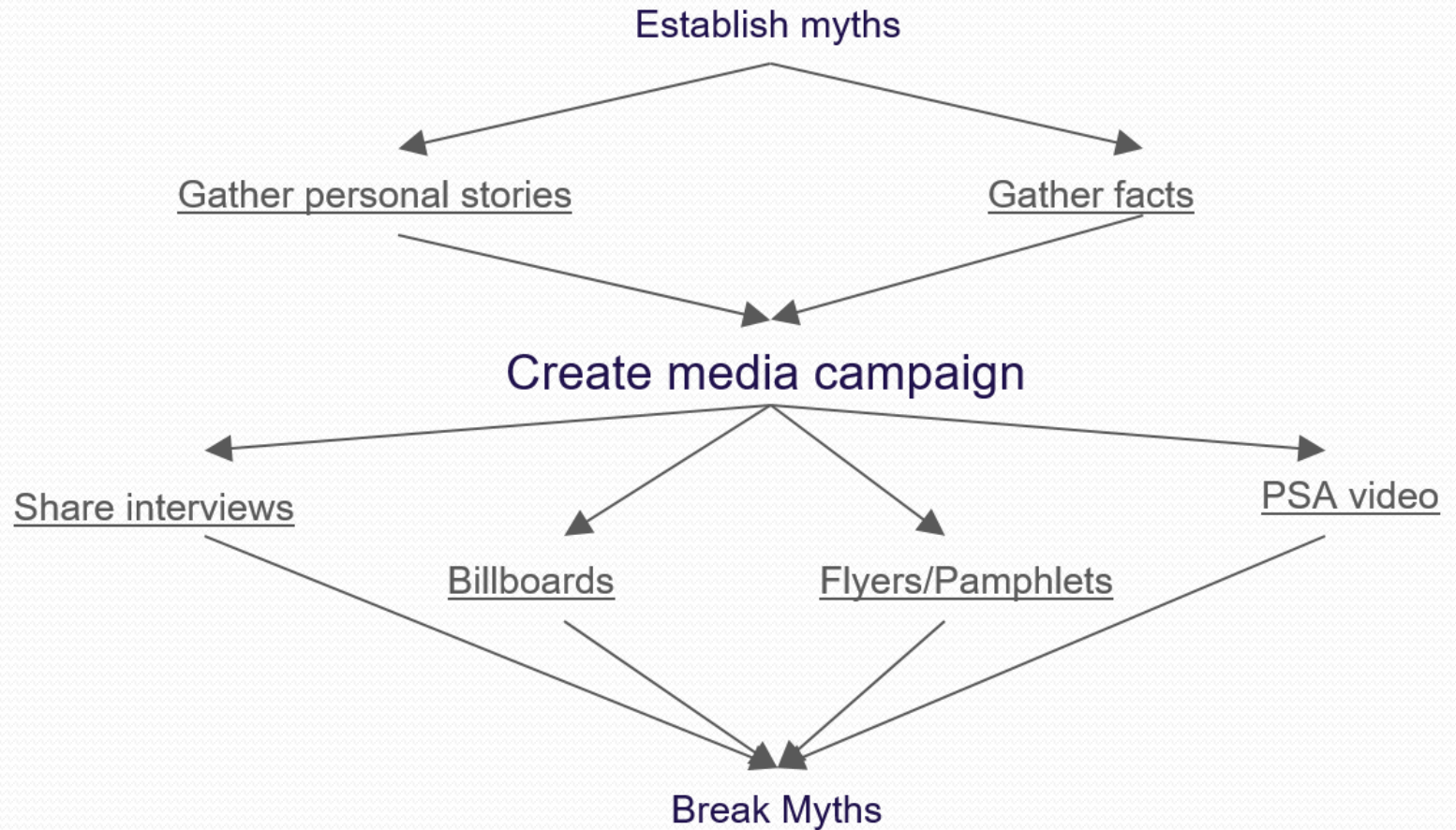
Nicole Schultz

Lily Strehlow

Project Charter

Myths about poverty prevent us from identifying the root causes of poverty. Stigma about people living in poverty divides our community. Those of us who struggle may feel too ashamed to seek needed resources, while those of us who are financially comfortable may be unable or unwilling to recognize poverty when we see it. We believe we can unite our community and uproot poverty by telling the truth about what it's like to be poor in Eau Claire. We will **coordinate a creative media campaign to combat myths and stereotypes** by telling true stories about people living in poverty. We will also collaborate with other Poverty Summit Teams to help them shape their public messages in ways that reinforce our goal of telling the truth to uproot poverty.

Action Plan–Major Goals



Underlined sections reference direct Action Plan goals

Action Plan–Major Goals

- Establish a connection with everyone on our powermap
- Use those connections to begin our media campaign
- Estimated completion: July 2017