

PHM Canada: mini IPHU on racism and health-care

Lori Hanson, Baijayanta Mukhopadhyay (PHM Canada)

For more information on this experience, please write to Lori Hanson at loh817@mail.usask.ca

Read PHM website story: <http://www.phmovement.org/en/node/8229>

Read full report: http://www.phmovement.org/sites/www.phmovement.org/files/PHM%20Canada%20-%20mini%20IPHU%20-%20Beyond%20Facebook_Report_Final_Oct11.pdf

Questions and answers exchanged via email with Lori Hanson (organiser):

1) What was the impact of this activity on movement building (even if it has NOT had an impact - yet - it would be great to gather your reflections on why and how and lessons learned)?

The activity that we planned was not primarily designed as a movement building exercise per se. However, in two primary ways it sought to strengthen movement(s) in Saskatchewan by dealing with issues of (primarily) structural and individual racism that are ubiquitous in movements as well as workplaces. These are two ways we think that we did that:

1. awareness raising and sharing of experiences regarding the highly charged theme of racism in the health system and health policy;
2. transferable skill building - that could be used by participants to further explore this theme, or to be utilized in their own work in various settings - only some of which would truly be in movements.

Personal reflections: in hindsight, we needed: 1) more time - it was too short, and participants really got into it - but we lacked sufficient time; 2) organizational/movement actors in the planning; and 3) a more coherent plan for follow-up action that could have been followed over time - or spurred a group to follow it through. The workshop itself was excellent, and perhaps that was enough given its objectives, but these were things that could have been better.

2) Could you share more details on the methodology "sea of change" and, again, its implications in movement building (what is it useful for? what impact does it make on the knowledge/positioning of activists? Etc.)?

This highly participatory and very visual methodology is especially useful and designed to walk participants through steps of setting up a particular campaign where they want to have impact. Thus target audiences are named, realistic goals are set, strategies are devised and so forth - all pertaining

to a do-able and achievable campaign. It is intended to move participants thinking - as was our title - “Beyond Facebook” to more group oriented strategies and campaigns.

Importantly, we had an audience not so much of seasoned activists, but of people concerned and engaged in their workplaces or organizations that wanted to promote change around issues of racism... so, it was not people from a ‘homogeneous’ movement or organization...