

Step 1 – Research

- Total number of women incarcerated in the state
- Characteristics of incarcerated women (race, ethnicity, age); disparities in incarceration rates
- Daily or annual cost to lock women up
- Recidivism rate
- Number and location(s) of women's jails/prison
- Design capacity and operating capacity of each facility
- Number of staff at each jail/prison
- Union representing staff
- Which 2-3 counties / cities send the most women
- Distance from women's homes
- How accessible by public transportation and how long it takes to get there by public transportation and by car
- Reported or documented instances of abuse, violence, and neglect (i.e., press reports, federal or state investigations, lawsuits)
- Any other public information about the conditions of any of the jails/prison (i.e., government, research, or advocacy reports).
- Level or lack of family contact, involvement, engagement
- Types of programming offered
- Information on the towns where the jails/prisons are located and whether the jails/prisons are among the largest employers for the town

Step 2 – Initial Governance Decisions

- Provide opportunity for women to share their perspectives and for stakeholders to talk about needed changes
- Discuss need to have a leadership team or steering committee, as well as individual groups responsible for the following:
 - Organizing
 - Direct action
 - Policy and research
 - Media and Communications
 - Legislative and budget advocacy
 - Resource development

Step 3 – What do you want to achieve?

Our campaign should have a name and a mission statement

I. Closing women's jails/prison

- This can be accomplished through:
 - State legislation
 - State budget action
 - Executive branch action (i.e., governor issues and executive order)
 - Litigation

II. Stopping the flow of women into jails/prison

- State legislation (limiting who can be incarcerated)
- DOC agency action (policy or regulation limiting who can be incarcerated)
- County level judicial or court action
 - Decisions by judges
- Probation supervision charges (prohibiting incarceration as a result of technical violations)

III. Investing in and/or creating alternatives to incarceration

- State directing its federal funding or investing state funding in alternatives
- State creating fiscal incentives and/or initiating capacity-building efforts for a continuum of care of alternatives
- Counties applying for state funding, investing their own funds, or utilizing fiscal incentives
- Counties supporting the creation of alternatives and contracting with programs that can provide them

IV. Identifying targets: Who has the power to give us what we want?

- Who are our targets and who do they listen to?
- Allies
- Messages and audiences

Power Mapping

1. Identify the problem you are trying to solve (i.e., women are being incarcerated), and our goal.
2. Determine who our targets are:
 - Major institutions
 - Groups
 - Organizations related to the problem
 - Individuals
 - Names of key leadership in state agencies, courts, legislature, unions

Choosing Strategies: Developing a Multi-Faceted Campaign

Major strategies include:

- Grassroots organizing
- Legislative and budget advocacy (getting rid of funding to build capacity for more prison beds or to hire more guards)
- Executive/agency advocacy
- Litigation and judicial action
- Media outreach
 - Official campaign launch and press release
- Outreach to other organizations
 - Statewide organizations
 - Regional and local organizations
 - Grassroots organizations
 - Community organizations
 - Women's advocacy groups
 - Civil rights / racial justice groups
 - Anti-poverty groups
 - Human rights orgs
 - Disability groups
 - School / education rights groups
 - Legal community / public defender
 - Family groups / loved ones of incarcerated
 - Mental and physical health providers
 - Student / youth groups
 - Arts groups
 - Faith groups
 - Transformative / restorative justice groups
 - Job training organizations
 - Social workers
 - Volunteer groups