Three Faces of Power
A framework for thinking about building power for health equity

1. Organizing people and resources to influence decisions
   - **Influence:**
     - Policies, laws, rulings, regulations made by public officials, administrators, etc.
     - Elections
   - **Actions:**
     - Educate (e.g., research reports)
     - Advocate and lobby
     - Support issue-focused organizing campaigns
     - Register voters
   - **Short Term Focus**
     - Visible Power

2. Building infrastructure to influence what’s on the agenda
   - **Influence:**
     - Which issues are being addressed
     - Who is at the decision making table
   - **Actions:**
     - Build collective capacity (e.g., developing leaders and skills)
     - Build infrastructure (e.g., establishing grassroots orgs and coordinated alliances and networks)
     - Shift or expand the political agenda
   - **Short + Long Term**
     - Hidden Power

3. Changing narratives + worldviews to shape what is possible
   - **Influence:**
     - How people consciously and unconsciously think about and interpret the world around them and what they see as possible
   - **Actions:**
     - Define and reinforce key themes that bridge the issues on our agenda
     - Activate key values and beliefs to shape public debate
     - Challenge current dominant narratives
   - **Long Term Focus**
     - Invisible Power

Adapted from Grassroots Power Project