

# Eau Claire County Poverty Summit



## ACTION TEAM HIGHLIGHTS

April 2017	<ul style="list-style-type: none"><li>• Presented Charter Statement and Action Plan at Poverty Summit Presentation &amp; Celebration event.</li><li>• Created community connections.</li></ul>
May 2017	<ul style="list-style-type: none"><li>• Developed standard list of interview questions to use in One-to-One Meetings for identifying poverty issues and possible stories.</li></ul>
June 2017	<ul style="list-style-type: none"><li>• Set smaller, more specific goals within action plan.</li></ul>
August 2017	<ul style="list-style-type: none"><li>• Split into subcommittees to make large tasks more manageable.</li><li>• Compiled interviews for media campaign.</li></ul>
September 2017	<ul style="list-style-type: none"><li>• Finalized decision to create Facebook page, rather than website, and make Facebook available to other teams to submit photos, videos, information to create dialogue about poverty.</li></ul>
October 2017	<ul style="list-style-type: none"><li>• Created library of materials for Facebook page and to share with local newspapers, newsletters, church bulletins, and other outlets.</li><li>• Contacted Education Access action team to co-host a Spring 2018 event with Raising of America.</li></ul>
December 2017	<ul style="list-style-type: none"><li>• Set January 1, 2018 as tentative launch for Poverty Facebook page.</li><li>• Continued interviews to create content for Facebook page.</li><li>• Worked with Reach Out America and Education Access team to host local event in 2018.</li></ul>
March 2018	<ul style="list-style-type: none"><li>• Team disbanded. Some members are working with Clear Vision and WI Humanities Council on “Beyond the Headlines,” a grant-funded program taking place in Eau Claire in October 2018 with a series of events that focus on “building trust: Eau Claire and its journalists engage on poverty.”</li></ul>

## PROJECT CHARTER STATEMENT

### Action Team: Stigma & Public Narrative

April 6, 2017

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.