

ECONOMIC (IN)JUSTICE

FACTSHEET - TACTIC

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| Name | Helen Barnard |
| Details, area of experience | “Helen has worked across policy and analysis at JRF, most recently leading the policy and partnerships team to develop new solutions to solve poverty and prior to that, building the first iteration of JRF’s monitoring and analysis team, examining the key social, economic and public policy trends and changes affecting people and places in poverty.” (www.jrf.org.uk) |
| Interview date | November 2020 |
| Issues addressed | Smart campaigning; speaking to people and bringing with you using inclusive language; dreaming about a different world and campaigning to achieve that; reaching a common ground |
| Injustice category (linked to economic injustice) | ability <input checked="" type="checkbox"/> age <input checked="" type="checkbox"/> class <input checked="" type="checkbox"/> faith <input type="checkbox"/> gender <input checked="" type="checkbox"/> neuro-diversity <input checked="" type="checkbox"/> race <input checked="" type="checkbox"/> sexuality <input checked="" type="checkbox"/> |
| Key words | Think big Campaign smart Dream about a different world Common ground Change Smart activism Language |

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| Brief summary (key points) | <p>Helen Barnard, director of the Joseph Rowntree Foundation, advises activists: think big, campaign smart and seek the common ground not the high ground.</p> <hr/> <p>Advice to activists Think big, campaign smart. Seek common ground, not high ground: too many campaigners use the language of their bases, alienating others. Use language the public can engage with, emphasise common values. Reach out to others and connect with those who don't already agree. Let people in poverty lead. Learn from organisations and individuals already working in these ways. Use popular culture and personal experience.</p> <p>See Helen's blog post for more details: https://journeytojustice.org.uk/helen-barnard-blog/</p> |
| Stand-out quotations | <p>"You have to think big, but campaign smart."</p> <p>"If you try and achieve everything, you generally achieve nothing."</p> <p>"Seek the common ground, not the high ground."</p> <p>"We will only create change if we take large numbers of people with us."</p> |
| Main themes for learners | <p>How to campaign successfully</p> <p>What does smart activism look like?</p> |

<https://www.economicinjustice.org.uk>