

August, 2009



Dear Student Activist,

Thank you for agreeing to host a *Sex and the Environment* Workshop as a key part of our upcoming campus tour! We are thrilled that you are organizing this exciting event. In doing so, you are helping to build a progressive movement of adult and youth activists that understand the critical connections among global health, reproductive rights and environmental issues, and are willing to take action to make a difference. We hope that this *Student Action Toolkit* will provide you with everything you need to promote the event on your campus and in your community to ensure a large turn-out.

To organize a *Sex and the Environment* Workshop, first you should book a location and time for the event. Please email me when you have done so! *Note about the space: The presentation is 1.5 hours long, and since it often features an international youth activist from Mesoamerica, is available in both English and Spanish. Because Sierra Club provides free pizza, we generally give the interactive workshop in the afternoon between classes (12pm-1:30pm), or in the evening (6pm-7:30pm). As for AV equipment, we will have a power-point presentation and short video, so we require a room that has a projector, screen and sound (we will bring a USB device and laptop). We have done this presentation at universities around the country for audiences as large as 125, so the time and space you reserve depends on the number of volunteers and organizational partners you can get to help you promote the event, and what works best on your campus!*

In order to ensure large turn-out, we recommend that you speak to relevant clubs about co-sponsorship, and with professors about offering extra credit to students who host and/or attend the event (sample email language is included). Also, please consider contacting your local campus and community newspapers about the event with a press advisory (sample is included), and creating a *Facebook* link to promote the event. In addition to sending mass e-mails via list-serves, these are great ways to promote the event and find out how many people RSVP so that we can order the right amount of pizza. *Note about pizza: please e-mail me the information of a local pizza place where we can order from the day of the event. If you would prefer to order local vegan or vegetarian food that delivers, we can do that too!*

We recommend that you put up posters advertising the event as soon as possible, and reserve a table in a high-traffic area for one week prior to the event. We encourage you to get volunteers to help you with tabling, and for them to use the talking points to engage passers-by. By having them sign our *Population Justice Environmental (PJE) Challenge* petition in support of \$1 billion for international family planning, access to comprehensive sexuality education and the achievement of the Millennium Development Goals, you will make a HUGE difference! Please deliver the petition signatures to me in person, via mail or fax, or you can enter signatures online at [www.sierraclub.org/popjustice](http://www.sierraclub.org/popjustice).

I very much look forward to working with you, and if you have any questions about this *Student Action Toolkit* or the *Sex and the Environment* Event, please do not hesitate to contact me! I can be reached at 213.387.6528 x213 or at [Cassie.Gardener@sierraclub.org](mailto:Cassie.Gardener@sierraclub.org).

Thanks again!

Sincerely,

Cassie Gardener  
National Organizer  
Sierra Club Global Population & Environment Program

## **Student Action Tool Kit Contents**

**Will mail to you upon request** (please email me your mailing address if you haven't already done so)

- 25 *Take Action* Posters and Fact-sheets
- 50 *Green-Pink* Condoms
- 1 *Fate of the World is in Your Hands... and Your Pants!* T-shirt

**Included Here** (please let me know if you need me to send you any additional copies)

- *Sex and the Environment* talking points
- *Sex and the Environment* sample advertising email & professor extra credit email
- *Sex and the Environment* media advisory
- *PJE Challenge* petition form

## **Sex and Environment Workshop Coordinator Checklist**

- \_\_\_ Familiarize yourself with the *Student Action Toolkit*
- \_\_\_ Set the date, time and location for the *Sex and the Environment* Event
- \_\_\_ Find event co-sponsors (environmental clubs, human rights groups, women's center, etc.)
- \_\_\_ E-mail time, location, co-sponsor, and local pizza information to [Cassie.Gardener@SierraClub.org](mailto:Cassie.Gardener@SierraClub.org)
- \_\_\_ Speak with professors about extra credit for attending/hosting the Workshop
- \_\_\_ Create *Facebook* link advertising the event
- \_\_\_ Send out mass e-mails on student list-serves advertising the event
- \_\_\_ Contact local campus and community newspapers about the event
- \_\_\_ Reserve a table and location to advertise for the Workshop the week prior
- \_\_\_ Allot time to put up posters around campus
- \_\_\_ Recruit volunteers to help with tabling
- \_\_\_ Send tabling petition sign-up information to [Cassie.Gardener@SierraClub.org](mailto:Cassie.Gardener@SierraClub.org)

## “Sex and the Environment” Talking Points

Hi! How would you like to attend a fun and interactive workshop called “*Sex and the Environment*” that unites the environmental and reproductive health and rights movements locally and globally?

Well let me tell you a little about it. The workshop is fun and interactive, and will take place at (TIME: \_\_\_\_\_) on (DAY: \_\_\_\_\_), at (LOCATION: \_\_\_\_\_). It features an international environmental leader from Mexico and a national organizer from the Sierra Club. They'll talk about interconnected issues like access to health care, clean air and water, global warming, and access to accurate information about sex.

Did you know...? (Memorize 1-2 powerful facts to engage people, but don't read them!)

### SEXUAL & REPRODUCTIVE HEALTH

- The U.S. has the highest teen pregnancy rate of all developed nations.
- Over the last 10 years, the federal government has provided more than one billion dollars to abstinence-only until marriage programs that spread false information about contraception and are NOT proven to work.

### PROTECTING OUR PLANET

- Population growth is a root cause of all environmental problems—including global warming, water scarcity and deforestation.
- The United States uses approximately 25% of the world's energy, but only accounts for about 5% of the world's population.

At the workshop, we will talk about ways for you to take action and get involved, plus there will be free pizza! Will you come? (YES) Great! Here is a flyer and/or green-pink condom. Feel free to take any fact-sheets that you like, and share them with your friends! Thanks!

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## “Sex and the Environment” Sample Advertising Email

Dear (INSERT NAME),

You're invited to a fun, interactive workshop called ***Sex and the Environment!***

Join an international youth activist from Mesoamerica and a representative from the national Sierra Club. We will be making the local-to-global connections among sexual and reproductive health and rights, sustainable development and environmental protection. Plus there will be free pizza! Come and find out how you can take a stand, demand change and make a difference!

-(INSERT YOUR NAME)

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## “Sex and the Environment” Sample Professor Extra Credit Email

Dear (INSERT PROFESSOR/ADVISOR NAME)

Based on your interests and dedication to (INSERT ISSUE RELATED TO ENVIRONMENTAL PROTECTION, WOMEN/GENDER, INTERNATIONAL, HEALTH, LATINO CULTURE), I think this will interest you.

I am a volunteer with the environmental organization, the Sierra Club. The Sierra Club works on population issues and considers increased access to voluntary family planning, gender equity, and poverty alleviation to be fundamental issues when addressing environmental conservation.

I am organizing an interactive workshop led by the Sierra Club at our campus called “Sex & the Environment,” that discusses the connections among sexual and reproductive health and rights, sustainable development and environmental protection. Our planet is home to more than 6.7 billion people, and half our world's population is under the age of 25. The choices young people make today, and the resources available to them, will impact our world for years to come.

The event includes a featured speaker from Mesoamerica with International Health Program's Youth Leadership in Sexual and Reproductive Health Program, GoJoven. <http://www.gojoven.org/english/2008/alberto-lopez-castro/> It is co-sponsored by national advocacy organizations including Sierra Club ([www.sierraclub.org/population](http://www.sierraclub.org/population)) and (INSERT CO-SPONSORING ORGANIZATIONS HERE). It also provides fact sheets dealing with the environment and sexual and reproductive health, and encourages letter writing activities to congressional representatives.

There will also be free food to attract students, but extra credit from professors is even more effective at procuring student interest. This is where you, in particular, come in. If we may ask for your help in attracting students to this event with extra credit that would be fantastic!

Please let me know if you need more information, or if you would be interested in having your academic department co-sponsor the event. Thank you so much for your help and interest. Please, if you know there are other faculty members that are interested forward this email to them.

Thanks!

Sincerely,  
(INSERT YOUR NAME)

Sierra Club resources can be found on this webpage:  
[http://www.sierraclub.org/population/activist\\_resources/](http://www.sierraclub.org/population/activist_resources/)

# Press Advisory

Contact: Cassie Gardener at 714.280.2041

## Sex and the Environment Workshop

(LOCATION): On (DATE), international activist leader from Mesoamerica will be joining Sierra Club and (INSERT GROUP NAME) at (INSERT SCHOOL NAME) for a workshop on the global-to-local connections among sexual and reproductive health and rights, sustainable development and environmental protection. They will be touring campus and community groups in (INSERT STATES) as part of their “Population, Justice and Environment Campus Tour” to mobilize grassroots action for increased access to reproductive health services and environmental stewardship here and abroad.

**What: Workshop to educate students and community members about the connections among global health, the environment and grassroots action**

**Who: (INSERT GROUP), Sierra Club**

**When: (INSERT TIME)**

**Where: (INSERT LOCATION)**

This event will include great photo opportunities.

Pizza will be served.

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*We are at a pivotal moment for people and the planet. Today, the largest-ever generation of youth is coming of age. The choices this generation makes will impact our lives, families, and world for years to come. Yet, too many people lack the power and the means to make real choices about their health and their livelihoods. Meanwhile, environmental crises like climate change and water scarcity threaten our collective future. Now is the time for global citizens concerned about population, justice and environmental challenges to demand renewed U.S. global leadership on human rights, community health, gender equality, and environmental sustainability. Together we can create a world that is equitable, sustainable and just.*



## Take the Population Justice Environmental Challenge!

Dear President Obama & Members of Congress,

I, the undersigned, am a global citizen concerned about population, justice and environmental challenges. I ask you to renew U.S. global leadership on human rights, community health, gender equality and environmental sustainability by taking the following actions:

- Invest \$1 billion in international voluntary family planning programs to save women's lives, improve community health and ensure a more sustainable environmental future.
- Pass the Responsible Education About Life (REAL) Act to provide evidence-based, medically accurate, and age-appropriate comprehensive sexuality education to young people so they can make informed decisions about their lives.
- Pass the Global Poverty Act and implement the Millennium Development Goals to alleviate poverty and promote long-term sustainable development.

	First Name	Last Name	Email	Street Address	City	State	Zip	Receive Updates*	Take the Challenge! Signature
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