

**NEW
ERA
OF
PUBLIC
SAFETY**

AN ADVOCACY TOOLKIT FOR FAIR, SAFE,
AND EFFECTIVE COMMUNITY POLICING

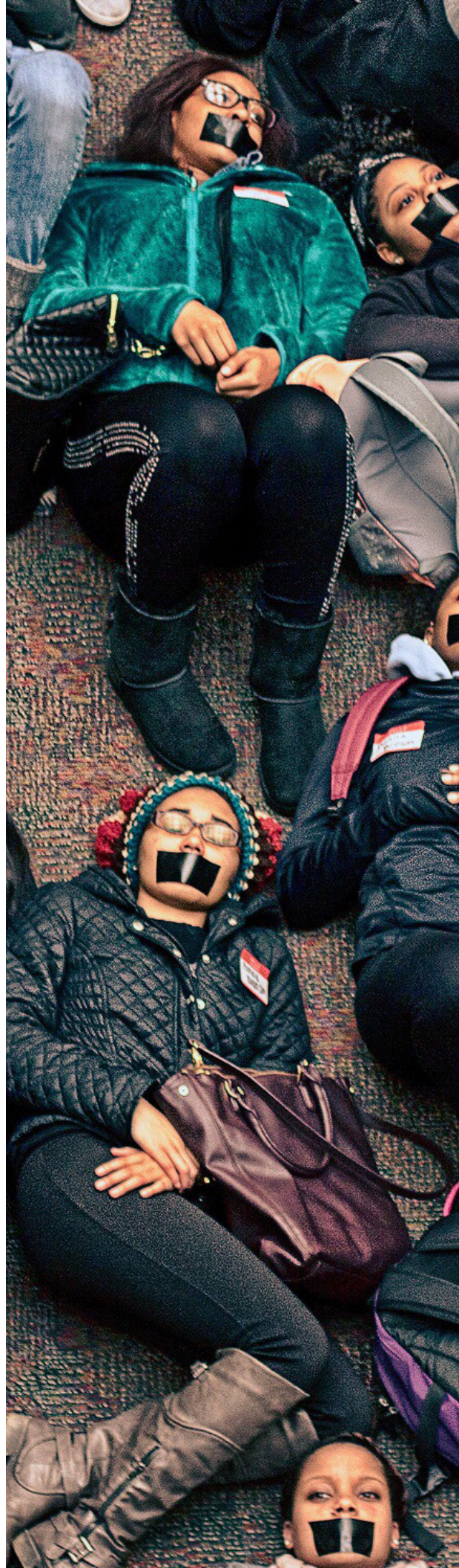
Step 3: Set Goals

Next, decide how you want to make change and set specific, short-term goals: Do you want to change policy? Pass a new law? Change the structure and oversight of a local police department?

Consider breaking long-term goals into several shorter-term goals. For example, if your goal is to end profiling in your community, the best way to achieve that goal may be to advocate that your police department adopt policies that address bias-free policing, including racial profiling and police officer interactions with people of color, women, gender nonconforming people, LGBTQ people, youth, undocumented immigrants, people with limited English proficiency, people with disabilities, religious and ethnic groups, low-income people, and people experiencing homelessness.

You may also want to advocate for specific policies regarding stops, searches, and arrests; changes to police training; and establishing or expanding oversight mechanisms for reporting. Each can be its own separate shorter-term goal.

Use the SMART approach to choose an effective goal, improve your chances of achieving your goals, and build on the momentum of a campaign toward community power.⁶⁹ This acronym stands for **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**imed goals. Goals that are too broad, too vague, unrealistic, unmeasurable, or constantly changing will likely result in a campaign that leaves community members confused, hopeless, or unaware of the progress they are making toward building true community power.





VI. Making Change

⁶⁹ See "The Essential Guide to Writing S.M.A.R.T. Goals." Smartsheet. Retrieved from <https://www.smartsheet.com/blog/essential-guide-writing-smart-goals>.



The Leadership
Conference

The Leadership
Conference
Education Fund

