




TURN UP THE HEAT: ACTION THERMOMETER

Don't bring out your big guns right away. Start with an easy activity and get lots of people to participate. If that doesn't succeed, gradually increase the intensity of your actions, but make sure you don't leave people behind by escalating too quickly.

One way to visualize escalating tactics is to arrange them on a thermometer, with each action "hotter" than the last. For instance, here are the steps a group of New Haven teachers took to solve the mold problem at their school, beginning from the bottom of the thermometer:



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1. Met as a small group
 2. Defined their issue: air quality
 3. Gathered signatures on a grievance
 4. Conducted a health survey
 5. Developed a communication network
 6. Formed a grievance committee
 7. Published a newsletter
 8. Reached out to parents
 9. Filed an information request
 10. Used the result to formulate specific demands, with deadlines
 11. Called a meeting of supporters
 12. Pulled a publicity stunt
 13. Spoke to the media
 14. Walked out of a meeting en masse

