

DE-ESCALATE

Do not be silent - Make your presence known. Start a conversation with the one being harassed. If you are too nervous to speak, support with your body.

Invite the person being harassed to walk away with you. If they decline, honor that.

Don't call the police. Police can cause even more harm for many communities.

4Ds: **D**istract, **D**elegate, **D**irect, and **D**elay

DISTRACT- either the harasser or the target with conversation unrelated to the harassment
DELEGATE: Bring in a 3rd party to help
DIRECT: Be confident, assertive, calm.
DELAY: check in with the person being harassed - use time to diffuse

PROTEST NOTE:
 Protests as a way to engage and declare, not always persuade

PROTEST NOTE:
 2025 weekly protests were mostly seniors - thank you!

Bringing kids, or being a kid at a protest, will lift everyone's spirits and hope.
 Kids & seniors should stay away from any incidents of agitation.
 Check in with safety marshals in case there are planned safe areas.
 If there is a march and you are slower, stay to the sides or the rear.
 Use the Buddy System
 Emergency contact - memorize their phone number.
 Stay hydrated!

KIDS & SENIORS

DIGITAL SECURITY

Turn off fingerprint lock and faceID.

Sign out of secure apps.

Use encrypted app like Signal.

Ideally leave your phone off and use a different device to capture images. There are now scanners that can grab basic phone information. At least be in airplane mode.

Have a portable battery,

PROTEST NOTE:
 Lava also organizes ICE OUT protests

PROTEST NOTE:
 Everyone has the right to film everyone in public spaces

Right of Free speech - use it freely!
 Right to remain silent - at any time, especially with the police.
 Bullhorns are OK. If there's a noise complaint, the police should warn you first.
 Homemade block type is easy: write out thin letters in pencil. Then with a large felt tip marker, trace the lines, then keep outlining the letter until it expands.
 Hold your sign as high as possible. Passers by innately feel your effort, and will more easily show their appreciation with claps or honks.
 Research the protest laws: they can vary in different municipalities - such as: signs may not be on large poles.
 Ask "why am I being detained?"
 If no reason, walk away.
 If you or your friend are arrested, document as long as possible.
 Use the Buddy System
 Emergency contact - memorize their phone number.
 Stay hydrated!

RIGHTS

America has many passionate citizens willing to protest, and we need leaders who can mobilize the masses.

The 3.5% rule is a concept in political science that suggests when 3.5% of a population engages in sustained, nonviolent protest, it can compel change from even the most rigid governments.

THIS CAMPAIGN FIGHTS FASCISTS HELP FUND IT

JOEL LAVA FOR CONGRESS CA - 30



JoeLavaForCongress.com

PROTEST NOTE:
 Lava brings extra signs to protests for others to use

Clearly display your message in big, bold letters and can be easily read.
 Short messages: simplicity = quick read
 Homemade block type is easy: write out thin letters in pencil. Then with a large felt tip marker, trace the lines, then keep outlining the letter until it expands.
 Hold your sign as high as possible. Passers by innately feel your effort, and will more easily show their appreciation with claps or honks.

MAKE THE SIGN



GIVE ME A SIGN



YOUR GUIDE TO SAFE & SUCCESSFUL PROTESTING

Protest - peaceful protest - has played a vital role in many rights and liberties we enjoy today.

JOEL LAVA FOR CONGRESS CA - 30



JoeLavaForCongress.com

PROTEST NOTE:
 Joel Lava is one of the many leaders of #TeslaTakedown

Research shows that the most effective protests are non-violent.
 Know Your Privilege - be sensitive to whose voice should be heard and centered.
 For broadest support, try not to use profanity. But you do you!

THE BASICS