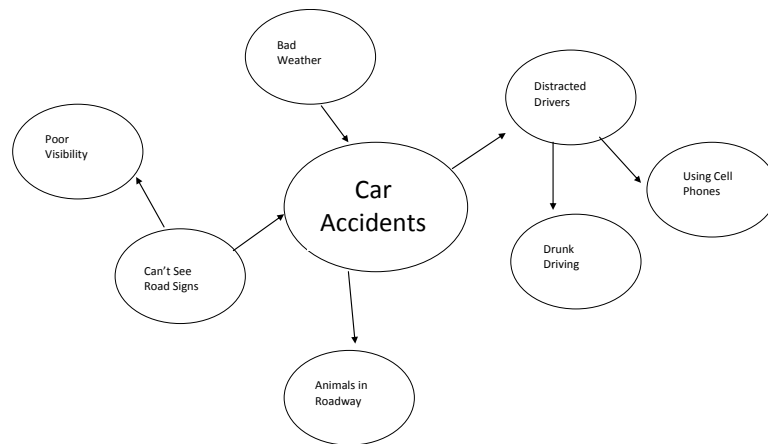


## Take Action – Target the Root Cause

### Getting to the Root of the Problem.

Once you've identified an issue in your community, spend some time researching the underlying factors that are making the problem happen over and over again. Consider these ideas:

- Ask yourself, your team and experts (or the Internet) a series of questions: What are the symptoms of the problem we can see easily? Who (or what) is affected by these problems? How long have these problems been happening? Why do these symptoms keep showing up again and again?
- Try the "But Why?" Technique.. A group examines a community problem by asking what caused it. Each time someone gives an answer, the "asker" continues to probe, mostly by asking "But why?" or "How could that have been prevented?"
- Make a cause and effect chart using arrows to show how you think the underlying problems are related (Mind Mapping Tool).



### Find your passion!

With any great Take Action project, you want to pick a project that your community needs and that **you are passionate** about! We all have causes that are important to us. For you, that might be environmentalism (taking care of our planet), animal rights, nutrition/healthy living, education or something completely different.

When you start your Take Action project by mapping your community, you'll learn about a bunch of causes that are important to your local community. Then, you match your passions and interest with causes that need your attention.

If you think you've found your cause, try asking yourself these questions:

- Is it something I care a lot about?
- Is it something that I get excited about?
- Is it something my community has a need to improve?
- Is there a simple work or phrase that I can use to explain it to other people?
- Will supporting this cause make my world a better place?