

# WEEK 5



## Black Lives Matter

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These three words have sparked a movement and raised a lot of questions. These words were first written by Alicia Garza in July 2013 after the not guilty verdict of George Zimmerman in the killing of Trayvon Martin. Garza, Patrisse Cullors, and Opal Tometi were motivated to speak out. These words have sparked a new wave of social protest and consciousness regarding the conditions of Black lives around the country. Even Des Moines has not been immune to the protests.

There are many questions about Black Lives Matter (BLM). Let us separate fact from fiction and understand the deeper meaning behind the phrase and movement.

- “Black Lives Matter” can refer to a social media hashtag, a slogan, a loosely connected confederation of local organizations advocating for racial justice, or a social justice movement.
- The slogan “Black Lives Matter” does not say or imply that Black lives matter more than other lives.
- “Black Lives Matter” is a rallying cry that asks America to recognize the inequities in our institutions and systems that have a disproportionate negative effect on Black lives and asks that our society do something to address these disparities.

## This week's challenge



**Watch** the [TED Talk An Interview with the Founders of](#)

[Black Lives Matter/ Alicia Garza, Patrisse Cullors, Opal Tometi](#). In this spirited conversation with Mia Birdsong, the movement's three founders share what they've learned about leadership and what provides them with hope and inspiration in the face of painful realities. (16:05)

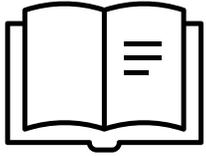
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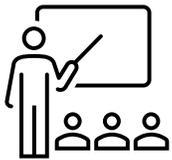
Black Lives Matter around the world: The global impact of George Floyd  
[https://www.youtube.com/watch?v=2R-d\\_CzsaGo](https://www.youtube.com/watch?v=2R-d_CzsaGo) ( 8:39) A demonstration of the World Wide impact of the Black Lives Matter movement, not just isolated to the United States.



**Read** about the founders of BLM who are among *Time Magazine's 100 Most Influential People of 2020*.

## From Civil Rights to Black Lives Matter

Protest expert Aldon Morris explains how social justice movements succeed  
<https://www.scientificamerican.com/article/from-civil-rights-to-black-lives-matter1/>



**Learn** how organizations can put words into action and

create long-lasting change in *Dear Companies: Your BLM Posts Are Cute But We Want To See Policy Change* by **Janice Gassam Asare**.

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