

Michigan Project for Informed Public Policy (MPIPP)

SPONSORING A “KNOW US PROJECT” (KUP) TRAINING

BACKGROUND:

KNOW US PROJECT (KUP) training is based on social science research that shows how to reduce the stigma and discrimination that is at the heart of physical and mental health and economic disparities for many LGBT people. Sponsoring a KUP training is one small step that many organizations can easily take to help bring about a better tomorrow for all Americans.

KUP is a highly interactive training session for 10-30 participants that is 3-4 hours long. This training program focuses on helping LGBT individuals (who are 18 years old or older and are already “out”) to have effective conversations about the personal impact of policies and behaviors that discriminate against them. The KUP program is based on the results of scientific research that shows many people will support non-discrimination when they understand how discrimination and stigma impact people they know.

During a KUP training, participants are trained to have meaningful conversations with people who are likely in the “moveable middle.” These are people who are often friends, family members, and others who hear both sides of these very public debates. Straight allies are also encouraged to attend KUP trainings to understand they, too, have the ability to influence public opinion.

As part of their training, KUP participants are encouraged to determine whether they feel ready to have these conversations by evaluating personal risks and rewards. There is no requirement to have a KUP conversation following KUP training.

Sponsorship is easy for most organizations -- especially those that rely heavily on volunteers.

FACILITATORS:

Facilitators will conduct sessions that are safe and confidential. Generally, KUP facilitators are mental health professionals. Sometimes KUP training resurrects earlier trauma and mental health professionals are trained to recognize signs or symptoms of this process and help people handle it. People who belong to sponsoring organizations often make excellent co-facilitators.

SPONSORSHIP LOGISTICS:

The logistics are pretty straight forward, uncomplicated. MPIPP has made it easy to be a sponsor of a KUP conversation training.

Publicity:

MPIPP is able to assist with publicity in the following ways:

- Provide an electronic version of a one-page flyer announcing the training for distribution to your network, community, or volunteers.

- Announce availability of your sponsored training on the MPIPP website and on our social networks.
- Provide information about the KNOW US PROJECT (KUP) for use in newsletters, email bulletins, etc.

Pre-Registration:

Pre-registration is encouraged. MPIPP can facilitate free registrations by providing an event registration link that sponsors can include in newsletters or forward to their mailing lists.

Costs For Sponsorship:

Modest costs to sponsors could include:

- Copying and binding of the “KNOW US PROJECT Participant’s Guide to Conversations.”
NOTE: Some organizations have been able to find sponsors to assist with this cost.
- Snacks and refreshments for 1-2 breaks.
- Cost of any room rentals.

Training space:

Depending upon the number of registrants, most classroom layouts or meeting room layouts can work well. Although a “flip-pad” or similar writing space (such as a dry erase board) is useful, other audio-visual equipment is not required.

BENEFITS OF SPONSORING A KUP TRAINING:

In a KUP training, participants learn how to have effective conversations to encourage a grass roots support for change. Achieving full equality for LGBT citizens leads to improved learning environments in our schools, improved personal and community physical and mental health, reduced crime against LGBT people, and better employment opportunities for many people who are able to contribute their talents to our economy.

FOR MORE INFORMATION ABOUT KUP TRAINING:

Richard Gibson, MPIPP’s project coordinator, can answer questions about sponsorship. Please contact him at:

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