



When change in government policy becomes desirable or necessary, many people respond with one of two attitudes: They claim that nothing can be done, or they look for a quick fix. Both alternatives are mistaken. There are always things that can be done, but change doesn't happen overnight. Trying to promote change before people are ready rarely succeeds. So what is the process by which long-term, stable change actually occurs?

CHANGE

How is it brought about?

Tipping the seesaw.

Clearly, lobbying efforts and protests can bring about desirable and effective change only if there is **already widespread public support** on an issue from a **well-informed public**.

Without widespread public support, the efforts of lobbyists and protestors are generally unproductive. What is needed at such a time is to add more weight to the other side of the seesaw—to **help foster a better public understanding**.