



## **Take Action To Counter the Delegitimization of Israel**

**Know the facts** by continuing to educate yourself and staying current on the Middle East, Israel and its policies. Develop confidence in your grasp of the issues related to the Arab-Israeli conflict.

**Educate and engage** in dialogue with those who are uninformed, misinformed or apathetic, incorporating positive messaging.

**Frame the discussion** when faced with false assertions. Stress Israel's commitment to a peaceful future for all the people of the region, its shared values with the West (freedom of speech, religion, press and the right to vote), and moral obligation to protect its citizens.

**Monitor the media** and respond rapidly when you read or hear biased reporting. Contact newspapers, bloggers, social media and talk radio.

**Build relationships** with individuals who are active in synagogues, churches, student groups, businesses, organizations, unions, cultural groups, and with your elected officials.

**Organize efforts** in your community or support local initiatives to counter delegitimization efforts. Distribute materials that make clear these efforts are wrong. Promote Israeli goods with "*buycotts*".

**Share what you have learned at the  
Community Summit  
in your personal advocacy efforts.**