

How **YOU** can celebrate



CREATIVE MALADJUSTMENT WEEK

July 7 – July 14, 2013

Recognizing, honoring, and celebrating the creatively maladjusted worldwide!

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Creative Maladjustment Week is a project of MindFreedom International,



a nonprofit organization that unites hundreds of grassroots groups with thousands of individual members to create a non-violent revolution in mental health care and win human rights and alternatives in the mental health field and beyond!

With 25+ years of successful activism under its belt, MindFreedom remains one of the only financially independent groups in its field with NO funding from or control by governments, drug companies, religions, corporations, or the mental health system.

Instead, MindFreedom relies on the individual support of members and allies who support its campaigns and efforts.

Please JOIN MindFreedom today

to show your support for Creative Maladjustment Week and receive exclusive member benefits.

go to:
www.MindFreedom.org/join-donate

WHAT is Creative Maladjustment?

Martin Luther King, Jr. once said:

**"THERE ARE SOME THINGS IN OUR WORLD
TO WHICH I'M PROUD TO BE
MALADJUSTED,"**

AND THAT

**"THE SALVATION OF THE WORLD LIES IN THE
HANDS OF THE CREATIVELY MALADJUSTED."**

We at MindFreedom International believe HE WAS RIGHT!

There are many things in society that we should not adjust to, but rather work to change.

Creative maladjustment is about learning to be *disciplined non-conformist*, to be maladjusted in a positive and constructive way to what you believe is harmful in our society.

By being creatively maladjusted, we can help to make positive change in the world!

WHO are the Creatively Maladjusted?

- **CRITICAL THINKERS:** The creatively maladjusted focus on a problematic area of society (something to which people of good will simply can't be adjusted) with critical thought, examining the history of a bad idea, its branchings and consequences — the better to weed it out, roots and all.
- **ARCHITECTS OF ALTERNATIVES:** Not merely content with tearing down an existing structure, the creatively maladjusted offer alternatives and are willing to demonstrate those alternatives with good cheer and positivity in public places. They believe that loving and loud public action is the foundation of a true non-violent revolution.
- **BELIEVERS IN HUMANITY:** Most importantly of all, the creatively maladjusted resist the pressure to dehumanize any and all of their fellow men. They believe in the inherent uniqueness and worth of every individual and demonstrate this belief in every action they take.

Creative maladjustment is a natural human response to oppression, an organic and highly adaptable way to oppose injustice.

WHAT are they Creatively Maladjusted to?

The Creatively Maladjusted are active on a variety of important societal issues, including:

- Racial equality
- Religious tolerance
- Economic fairness
- Peace
- Ecological sustainability and energy security
- Individual liberty
- Fighting psychiatric profiling and human rights abuses in the mental health system
- Transparent and corruption-free government
- Community and family values
- and more

The creatively maladjusted are incredibly diverse in the societal problems they aim to solve, but they are united in their opposition to the basis of all oppression: "man's inhumanity to man."

Tell us: **What are YOU creatively maladjusted to?**
www.cmweek.org/endorse

IAACM: the

International Association for the Advancement
of Creative Maladjustment

MindFreedom International is stewarding the organization called for by Martin Luther King Jr. in many speeches over 15 years: an International Association for the Advancement of Creative Maladjustment [IAACM].

Our goal is to inspire a diverse array of critical, intelligent, and creative maladjustments to societal problems. We envision an organized corps of "disciplined nonconformists" challenging the dehumanizing forces of oppression everywhere and refocusing our society on the humanity and positive potential of all its individual members.

We invite human beings from around the world to exercise their own personal leadership in the IAACM, organically growing their own movements of maladjustment wherever they are.

CREATIVE MALADJUSTMENT WEEK

July 7 – July 14, 2013 • WORLDWIDE

For one week in July, we're pulling together all available resources to truly celebrate the inspiring power of positive creative maladjustment.

We've planned themed days that will focus the celebrations on different aspects of successful activism. Join us for:

Sunday (7/7): Day of Creativity

Monday (7/8): Day of Action & Movement

Tuesday (7/9): Day of Laughter and Joyful Noise

Wednesday (7/10): Day of Kindness

Thursday (7/11): Day of Self Care

Friday (7/12): Day of Community Care

Saturday (7/13): Legacy of Lunacy

Sunday (7/14): Day of Pride

For each of these days, the creatively maladjusted worldwide will be staging protests, events, and celebrations, and throughout the week, we'll be honoring the creatively maladjusted among us, giving awards to inspiring activists from around the world.

As critical thinkers, architects of alternatives, and lovers of humanity, **let's show the world a better way!**

WHERE can you
celebrate Creative Maladjustment Week?

You can celebrate Creative Maladjustment Week wherever you are.

You can celebrate Creative Maladjustment all by yourself, or with a group of friends, or with a larger coalition of activists and organizations.

You can celebrate Creative Maladjustment Week in your home, in the streets, or even on the Internet!

The key is to **CELEBRATE!**

Will you join us?

MARTIN LUTHER KING, JR.

Martin Luther King, Jr. is the inspiration behind Creative Maladjustment Week.

There are some things in our nation and in our world to which I'm proud to be maladjusted... And I call upon you to be maladjusted until the good society is realized...



Yes, I must confess that I believe firmly that our world is in dire need of a new organization – the International Association for the Advancement of Creative Maladjustment...Through such maladjustment we will be able to emerge from the bleak and desolate midnight of man's inhumanity to man, into the bright and glittering daybreak of freedom and justice.

—Martin Luther King, Jr., "Don't Sleep Through The Revolution," speech delivered at the Unitarian Universalist Association General Assembly in Hollywood, Florida (May 18, 1966)

He was a **critical thinker** whose powerful message of love and non-violent revolution was born of years of careful thought and experience. He came to the conclusion that:

"The way of acquiescence leads to moral and spiritual suicide. The way of violence leads to bitterness in the survivors and brutality in the destroyers. But, the way of nonviolence leads to redemption and the creation of the beloved community." —Martin Luther King, Jr.

He was an **architect of alternatives**, with a clear vision of how to make the world a better place... which he **ACHIEVED!**

"We adopt the means of nonviolence because our end is a community at peace with itself." —Martin Luther King, Jr.

Most important of all, he was a **lover of humanity**. He never stopped loving his fellow man, even his enemies.

"Hate is too great a burden to bear. Somehow we must be able to stand up before our most bitter opponents and say: We shall match your capacity to inflict suffering by our capacity to endure suffering. We will meet your physical force with soul force. Do to us what you will and we will still love you." —Martin Luther King, Jr.

Participate in CREATIVE MALADJUSTMENT WEEK

In this packet you'll find information on how to participate in Creative Maladjustment Week at two different levels:

- **Individuals/Small Groups**

We've got some suggestions for small-scale things you can do to show your creative maladjustment. They are typically free or very low cost, and don't require a lot of people to be successful.

- **Larger Groups/Organizations**

These suggestions for Creative Maladjustment Week events would work better for a large, organized group or coalition of groups. They might involve more financial resources, and they would be best if lots of people were involved.

Of course, the ideas in this packet are only the beginning! We encourage each and every one of you to demonstrate YOUR leadership in the IAACM by implementing your own ideas for effective creative maladjustment.

We can't wait to see what you come up with!

YOU ARE YOUR OWN MEDIA!

As MindFreedom founder and lifelong activist David Oaks is so fond of saying, "**YOU ARE YOUR OWN MEDIA!**" You can be the journalist, TV reporter, and documentary filmmaker for your work! For every Creative Maladjustment Week event you participate in, don't forget to:

- **take photos, videos, sound recordings...** DOCUMENT!
- send a tweet or Facebook status update to let your friends know you're exercising YOUR membership in the IAACM.
- **share your documentation** in a YouTube video, photo collage on Facebook, blog post, tumblr... etc.
- **LET US KNOW about your event!** Send any and all media you collect to us at: iaacm@mindfreedom.org.

Send the message that YOU (and your group) are creatively maladjusted! You'll be amazed by the supportive response you'll generate through this kind of grassroots journalism!

JULY 2013

MY CREATIVE MALADJUSTMENT WEEK:

(use this page to chart your plans for celebrating Creative Maladjustment every day of the week! Circle suggestions from this booklet that you'd like to try, and WRITE IN YOUR OWN IDEAS!)



07 • SUNDAY

- Art
- Sidewalk Chalk
- Exhibition

DAY OF CREATIVITY

08 • MONDAY

- Letter to the Editor
- Petition
- Coffee Date with Activism
- Proclamation
- Parade

DAY OF ACTION & MOVEMENT

09 • TUESDAY

- Joke Cards
- Street Theater
- Open Mic

DAY OF LAUGHTER & JOYFUL NOISE

10 • WEDNESDAY

- Share
- Volunteer
- Guerilla Kindness
- Food Bank

DAY OF KINDNESS

11 • THURSDAY

- Treat Yourself
- Peace
- A Letter to YOU
- Maladjustment Journal
- Self Care Workshop

DAY OF SELF CARE

12 • FRIDAY

- Give of Yourself
- Volunteer
- Panel Discussion

DAY OF COMMUNITY CARE

13 • SATURDAY

- MLK
- Your Hero
- Legacy of Us
- Lunacy Lecture

LEGACY OF LUNACY

14 • SUNDAY

- Memories
- Potluck Pride
- Everyone!

DAY OF PRIDE

"The saving of our world from pending doom will come, not through the complacent adjustment of the conforming majority, but through the creative maladjustment of a nonconforming minority."

—MLK

ALL WEEK LONG:

RECOGNIZE A CREATIVELY MALADJUSTED INDIVIDUAL

STEP 1:

Choose a personal hero of yours, someone special in your life, or select a local activist or a nationally/internationally known figure.

STEP 2:

Interview your honoree and craft a *Profile in Creative Maladjustment* story or video about them.

STEP 3:

Email us at iaacm@mindfreedom.org with your completed *Profile in Creative Maladjustment* so that we can publicize it!

STEP 4:

On the Day of Pride (Sunday, 7/14), present your honoree with a handcrafted CREATIVE MALADJUSTMENT AWARD. Could be a card, collage, sculpture, video, song — something creative that they can keep to remember you chose to honor them!

- Meet your honoree in a place significant to you both to give them the award. Maybe share a coffee or lunch with them to celebrate. If you're with a group, you could hold a potluck banquet in their honor.
OR
- Hold a public awards ceremony in a park or other public area. Invite a local band to play music. Invite local media to cover the awards ceremony, and issue a proclamation in honor of Creative Maladjustment everywhere. Hold a gala event afterwards in honor of the CM folks you recognized



"Through such creative maladjustment, we may be able to emerge from the bleak and desolate midnight of man's inhumanity to man, into the bright and glittering daybreak of freedom and justice."

—MLK

ART

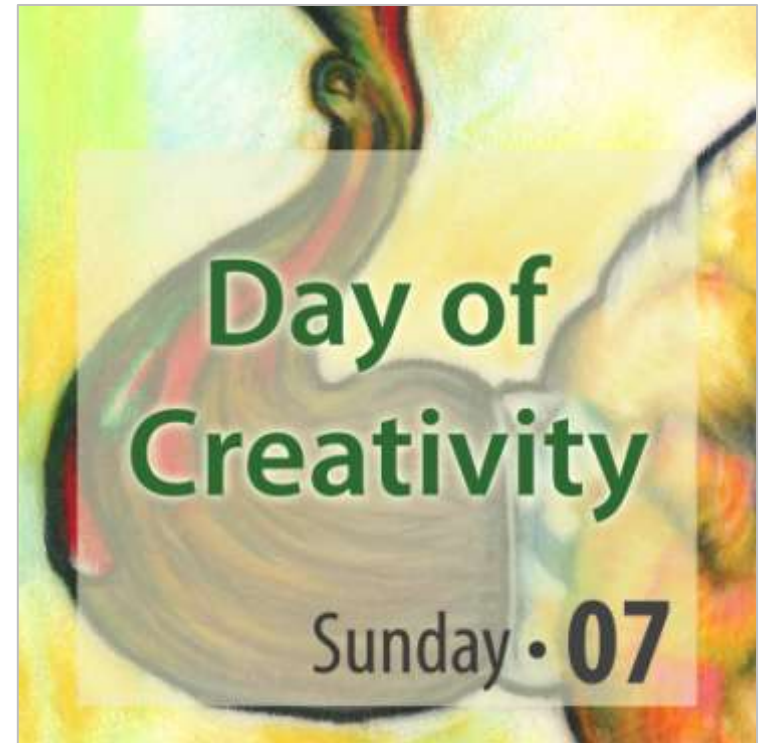
Create a personal art piece inspired by the theme of CREATIVE MALADJUSTMENT. It could be a collage, painting, song, video, textile art... whatever medium you like to work with! Consider presenting your Creative Maladjustment Honoree with your work on the Day of Pride.

SIDEWALK CHALK

Organize your friends to do a sidewalk chalk campaign! Draw and/or write positive slogans and quotes or fun pictures on the sidewalk downtown or in high traffic areas so that people on their way to work will witness your creative maladjustment!

EXHIBITION

Hold a public art exhibition with CREATIVE MALADJUSTMENT as its theme at a local bookstore or gallery. Invite the artists to speak on the themes of activism, protest, and critical thought on opening night. Don't forget to promote the event through social media, and video it for posting to YouTube later!



“Freedom is
never
voluntarily given
by the
oppressor; it
must be
demanded by
the oppressed.”

—MLK

LETTER TO THE EDITOR

Write a *Letter to the Editor* of your local paper in response to an article that talks about what YOU'RE creatively maladjusted to.

PETITION

Craft a petition on your creative maladjustment at change.org and promote it through your Facebook and social media outlets. Or do it the old-fashioned way and get out in the streets to connect with people about your issue and gather signatures.

COFFEE DATE W/ACTIVISM

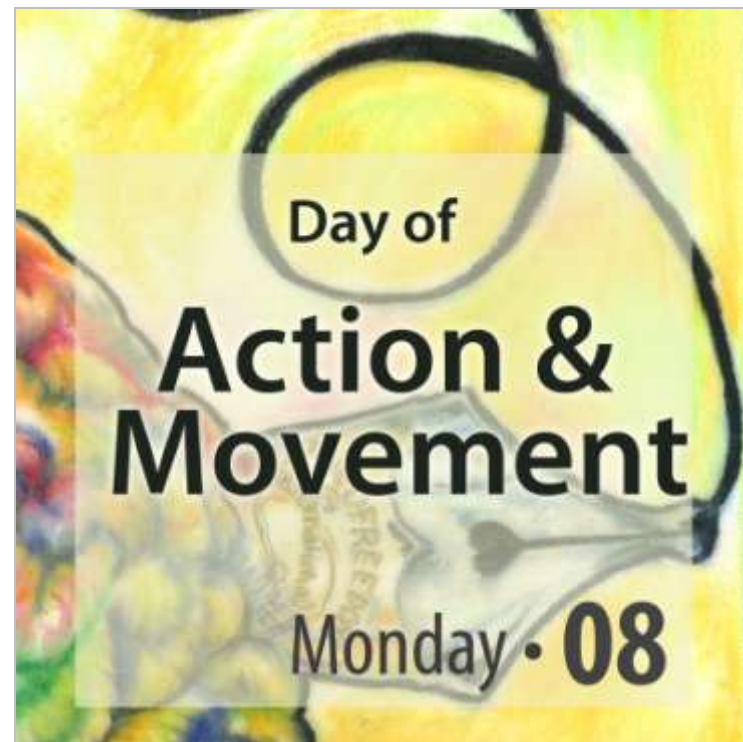
Organize some local folks to meet for coffee and construct a letter on a piece of legislation that relates to what YOU'RE creatively maladjusted to, and mail them off! Include a celebratory MARCH TO THE POST OFFICE if you like.

PROCLAMATION

Draft a PROCLAMATION OF MALADJUSTMENT describing what you're maladjusted to. Post it around town, on social media, and send a copy to your local newspaper.

PARADE

Organize a parade through your local town that celebrates humanity and diversity! Make it kid friendly, and friendly to people of all ages. Invite local musicians to join and form a marching band. Carry signs, banners, posters, and flags to send a message loud and clear about what YOU'RE creatively maladjusted to!



“Even the most
starless
midnight may
herald the
dawn of some
great
fulfillment... Our
eternal
message of
hope is that
dawn will
come.”

—MLK

JOKE CARDS

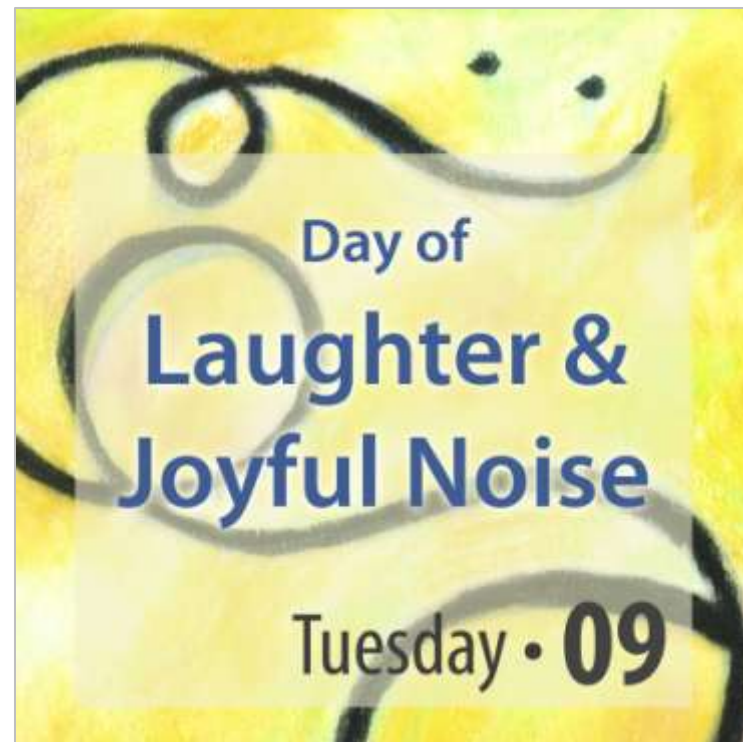
Print out your favorite puns, riddles, and jokes on business cards, and hand them out in the streets. Use them as a way to start a conversation about Creative Maladjustment Week and YOUR creative maladjustment! Make them into Facebook graphics to do this virtually... see if you can make one go VIRAL!

STREET THEATER

Put on a street theater production! Street theater is interactive, improvisational, and hilarious. Poke fun @ the societal problems you're maladjusted to, and show people a BETTER way with humor and laughter! The MindFreedom “Normality Screening” and “Truth Injection” skits are two examples guaranteed to yield hilarity and some critical thought about so-called “normal,” — visit www.MindFreedom.org to learn more.

OPEN MIC

Organize an Open Mic for local comedians, musicians, and positive spoken-word artists at a local coffee shop or other venue. Have plenty of documentation available about your organization's creative maladjustment, goals, etc. And be sure to video the event for posting to YouTube later!



“True compassion is more than flinging a coin to a beggar; it is not haphazard and superficial. [We must] come to see that an edifice which produces beggars needs restructuring.”

—MLK

SHARE

You can share your company or time informally with someone — anyone — who might be lonely. Treat them to lunch or a coffee, or just go for a walk. Offer them some loving companionship!

VOLUNTEER

Volunteer at a local soup kitchen, Boys and Girls Club, school, or community center. Share your talents and love for life in whatever way you like — whether it's music, art, or simple conversation, it will be appreciated!

GUERILLA KINDNESS

Gather together with friends to make a bunch of uplifting cards and notes. Include some Martin Luther King, Jr. quotes if you like! Go out in the evening and stealthily leave the notes and cards where others can find them — tied to a fence, on a bench, at a bus stop, in a book at the library. You will bring a smile to a stranger's face when they find your card!

FOOD BANK

Organize a creative maladjustment food bank at a local church or community center. Collect non-perishable donations beforehand, and have folks on site making tasty fresh meals to hand out, too. Make sure it's accessible to people who might really need a meal. And have plenty of informational materials about your organization and YOUR maladjustment available to hand out!



"Man is not a thing. He must be dealt with, not as an "animated tool," but as a person sacred in himself. To do otherwise is to depersonalize the potential person and desecrate what he is."

—MLK

TREAT YOURSELF

Treat yourself to something you thought you might not deserve. This does not have to mean anything material. Have you always wanted to teach yourself a new language? Have you wanted to learn an instrument but put it off? How about starting a book you've always meant to read?

PEACE

Give yourself the gift of a private, peaceful time of stillness. Go to a quiet, comforting place and just BE!

A LETTER TO YOU

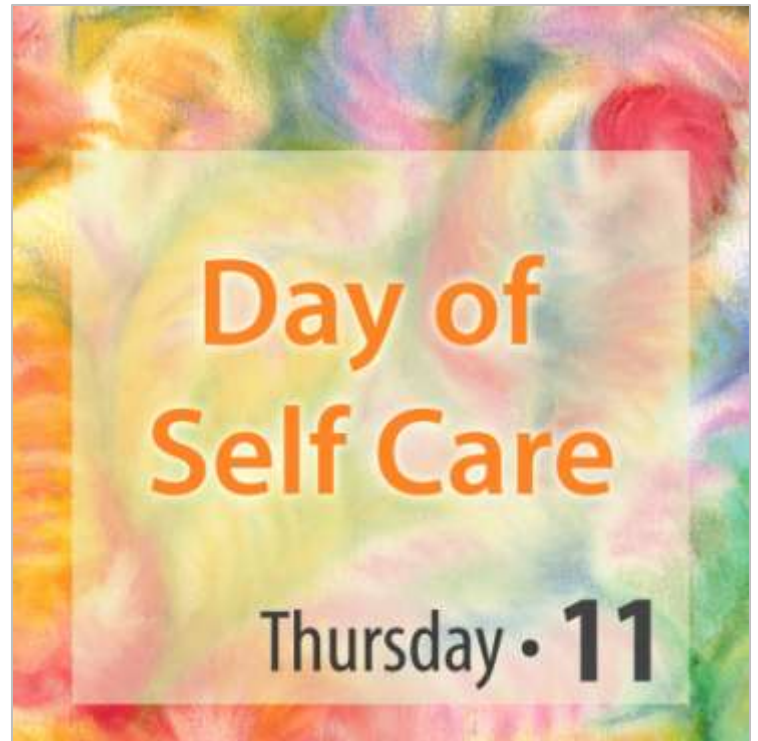
Write a letter to your future self. Tell you what you hope to accomplish, and share some wisdom and inspiration from the moment. Seal the envelope and write the date or event that will cause your future self to read what you wrote.

MALADJUSTMENT JOURNAL

Start a CREATIVE MALADJUSTMENT JOURNAL where you can record your critical thoughts about society and how to make this world a better place.

SELF CARE WORKSHOP

Host a free, inclusive workshop sharing some of the self-care strategies above (and any others that you find useful!) at a bookstore, coffee shop, or other neutral venue in town. Exchange contact info at the workshop so that you all can support each other as you work to improve your self-care strategies! And be open to learning some new self-care strategies from the folks who attend!



"It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tied into a single garment of destiny. Whatever affects one directly, affects all indirectly."

—MLK

GIVE OF YOURSELF

Take one of your talents (cooking? music? sewing? construction? sports? ... you know you have them!) and figure out a way to offer a piece of it, free, to the public. Perform your music in the park, set up a "sample" table and hand out samples of your favorite recipe (and recipe cards sharing how you made it), etc. Offer your gifts to the community as a sign of good will!

VOLUNTEER

Reach out to an existing non-profit or community-building group in your area, and offer them your skills as a volunteer! Are you a good writer? Web designer? People person? Whatever your strengths, these groups could certainly use your help.

PANEL DISCUSSION

Gather together community leaders and people with IDEAS for a panel discussion at the library about creating change in your community. Invite people from as many different groups and backgrounds as you can to participate in the discussion. Make an action plan at the end of your workshop for real, lasting change that you have agreed would be beneficial.



Day of
**Community
Care**

Friday • 12

"All history teaches us that like a turbulent ocean beating great cliffs into fragments of rock, the determined movement of people incessantly demanding their rights always disintegrates the old order."

—MLK

MLK

Gather together your favorite MLK quotes and create a graphic poster or collage with his words that you can share on Facebook or print out and give to people in your community.

YOUR HERO

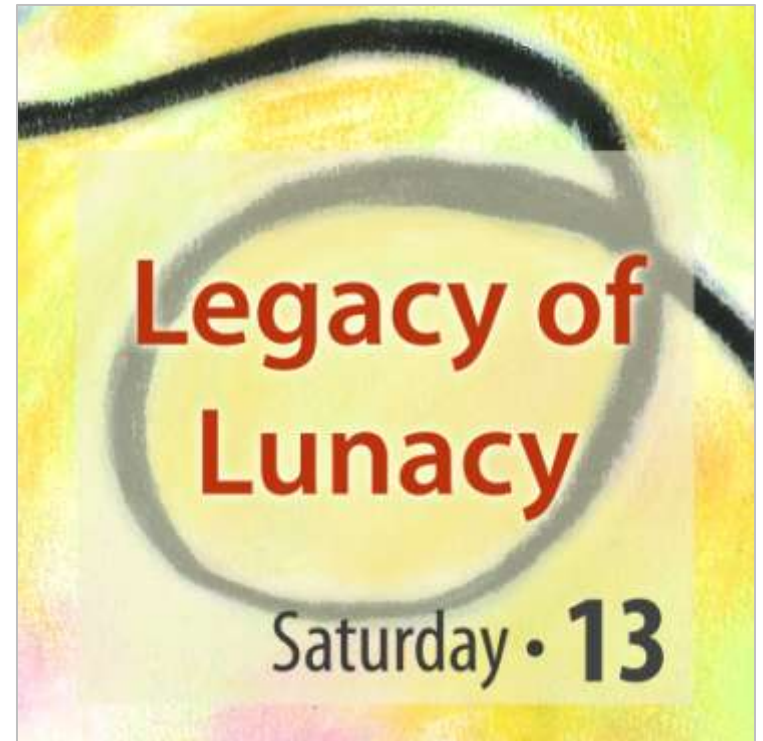
Do some research on a famous or not-so-famous activist whose work you really admire. Make a small poster presenting some of what you found and post it around town, at the local library, etc. Don't forget to post it online!

LEGACY OF US

Craft a YouTube video/media collage of some of your organizations' successful past actions, and share it on your social media accounts with as many people as you can!

LUNACY LECTURE

Host a discussion/lecture at your local library or community center tracing the history of your group's activism and work, and tying it into the work of historical figures like Martin Luther King, Jr. Be sure to utilize the social media at your disposal!



“The non-violent approach does something to the hearts and souls of those committed to it. It gives them new self-respect; it calls up resources of strength and courage that they did not know they had.”

—MLK

MEMORIES

Create a collage or journal with all of your memorabilia from the past week's events. Photos of the art you created, favorite quotes from inspirational activists, protest signs, a leftover guerrilla kindness card... whatever you have! Journal about what these events have meant to you. If you're in a group, you could each create a page for your journal, then pass the book around amongst yourselves and write notes to each other about how much fun you had.

POTLUCK PRIDE

Organize a potluck picnic in the park for everyone who participated in the events over the past week. Share stories about how far you've come. Remember that YOU ARE YOUR OWN MEDIA...share photos, blogs, and videos with each other, and don't forget to pass them on to us (email: iaacm@mindfreedom.org)!

EVERYONE

Party and plan for next year! Work on ideas for how YOU can lead the way for next year's Creative Maladjustment Week!

