

# Social Change 101

April 14, 2016

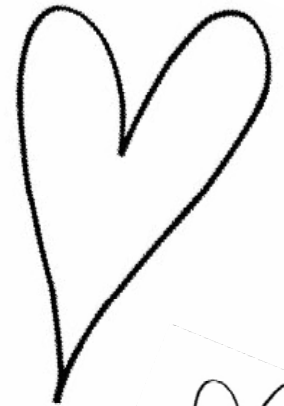
# Presented by Amy Mills, CEO, Emancipet



EMANCIPET

LOW COST. BIG HEART.

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Social Change has happened  
when there is  
a significant and sustained  
transformation  
in societal behavior patterns,  
cultural norms, and values  
over a period of time.

Social Change Movements  
work to solve  
tough social problems  
by changing  
human behavior patterns,  
resulting in a more  
humane, just, or safe world

An iceberg floating in a blue ocean. The tip of the iceberg is above the water surface, while the much larger, jagged base is submerged. The sky is a clear blue with a few birds flying in the distance.

# Behavior Patterns

Cultural Norms

Values

Beliefs

Systemic Issues:

Public Policy

Infrastructure

Racism

Poverty

# Doing Good vs. Social Change





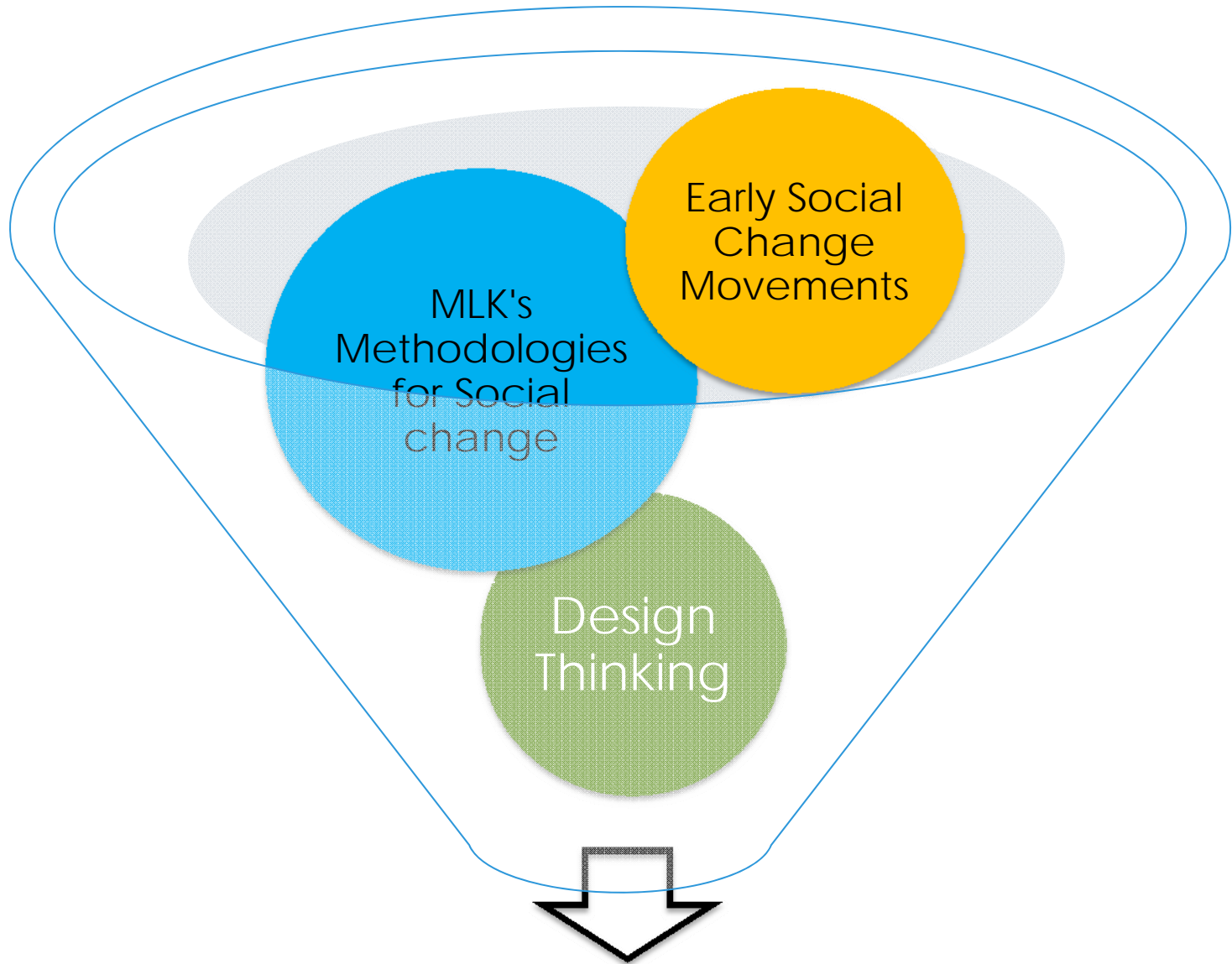
Doing Good can be measured in outputs.

Social Movements must be measured in transformations in societal behavior, beliefs, norms, and systems.





What human behavior patterns could change to create a more humane world for animals?



Modern Social Change  
Movements

# WOMAN SUFFRAGE HEADQUARTERS.

## MEN OF OHIO!

GIVE THE WOMEN A SQUARE DEAL  
Vote For Amendment No 23 On September 3-1912.

COME IN AND LEARN  
WHY WOMEN  
OUGHT to Vote.

WOMAN SHOULD VOTE  
SHE GETS THE LAWS



Ohio,  
1912





# Methodologies of Non-Violent Social Change

INFORMATION GATHERING

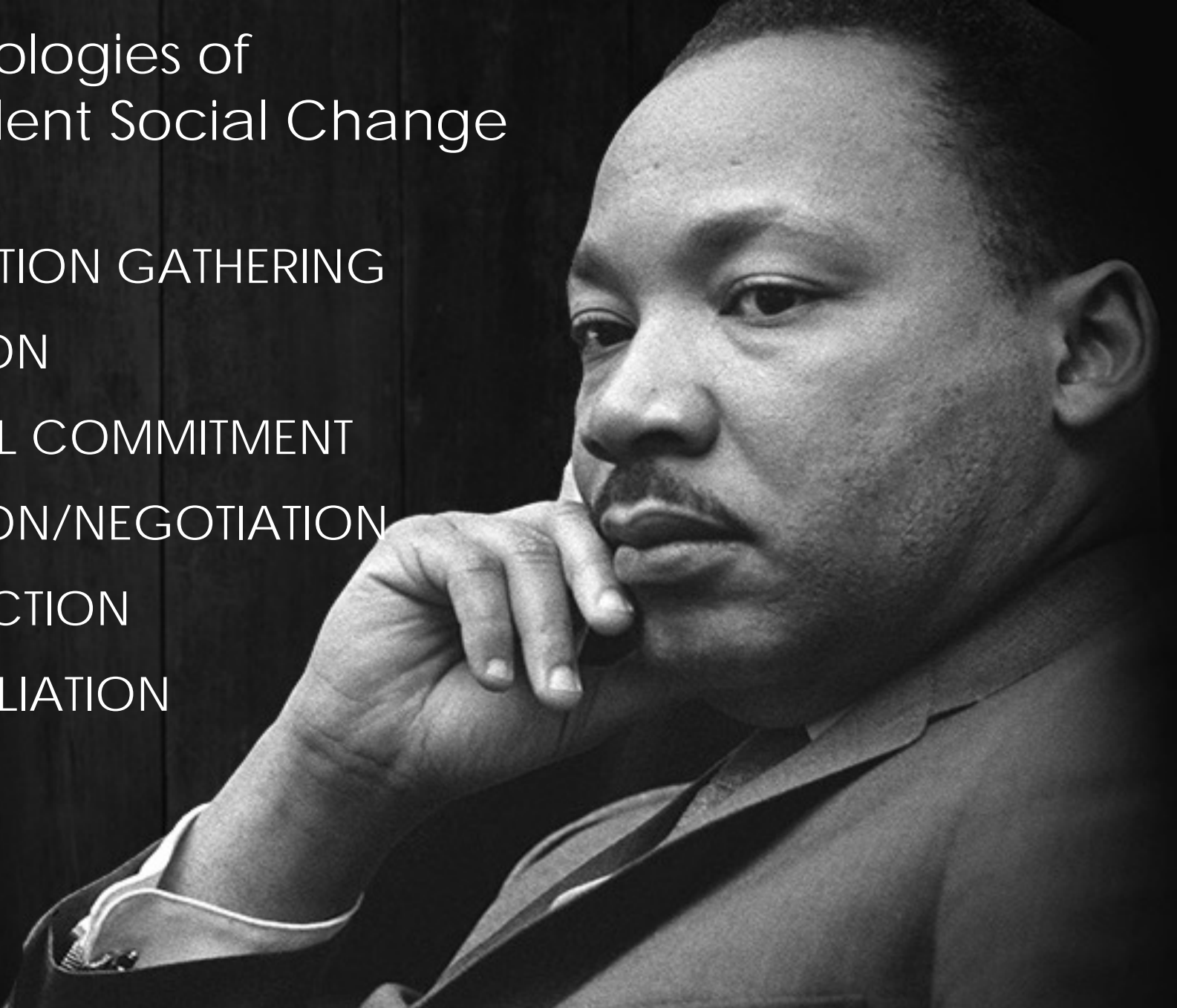
EDUCATION

PERSONAL COMMITMENT

DISCUSSION/NEGOTIATION

DIRECT ACTION

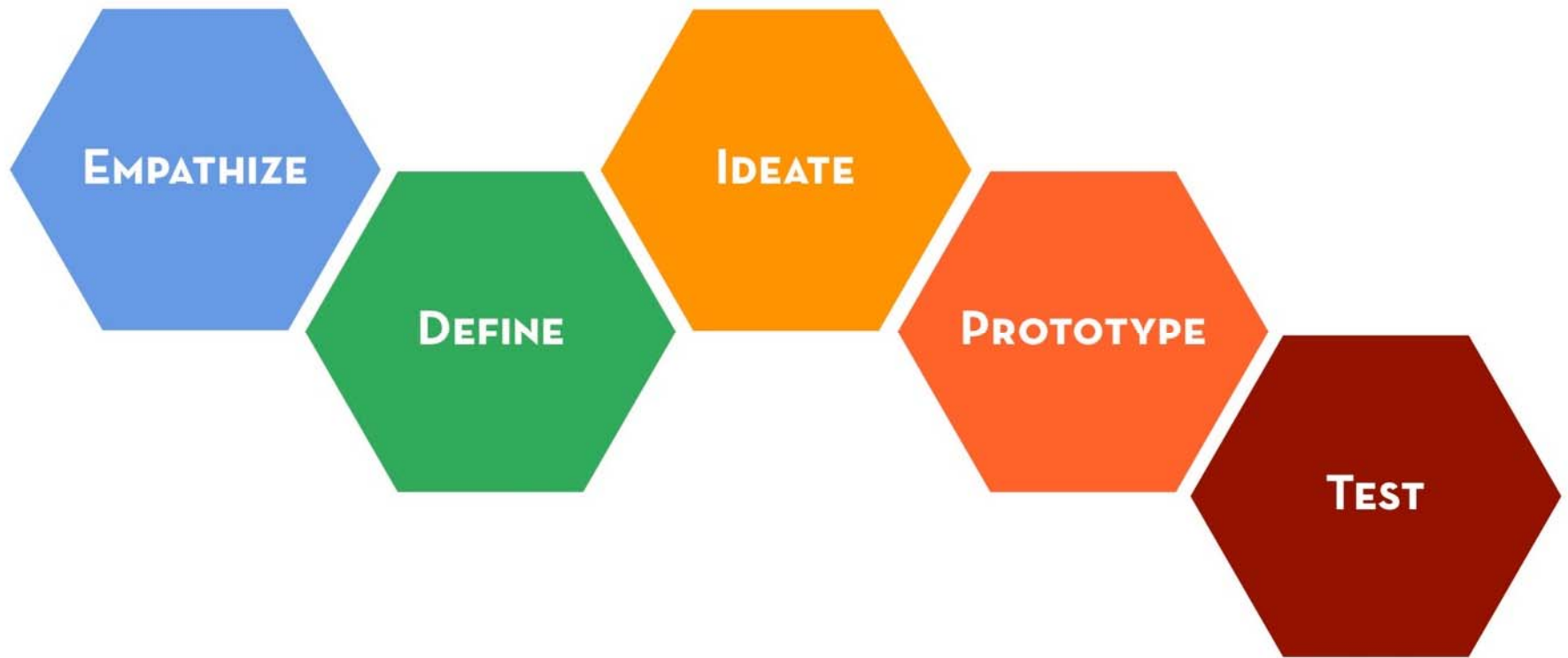
RECONCILIATION



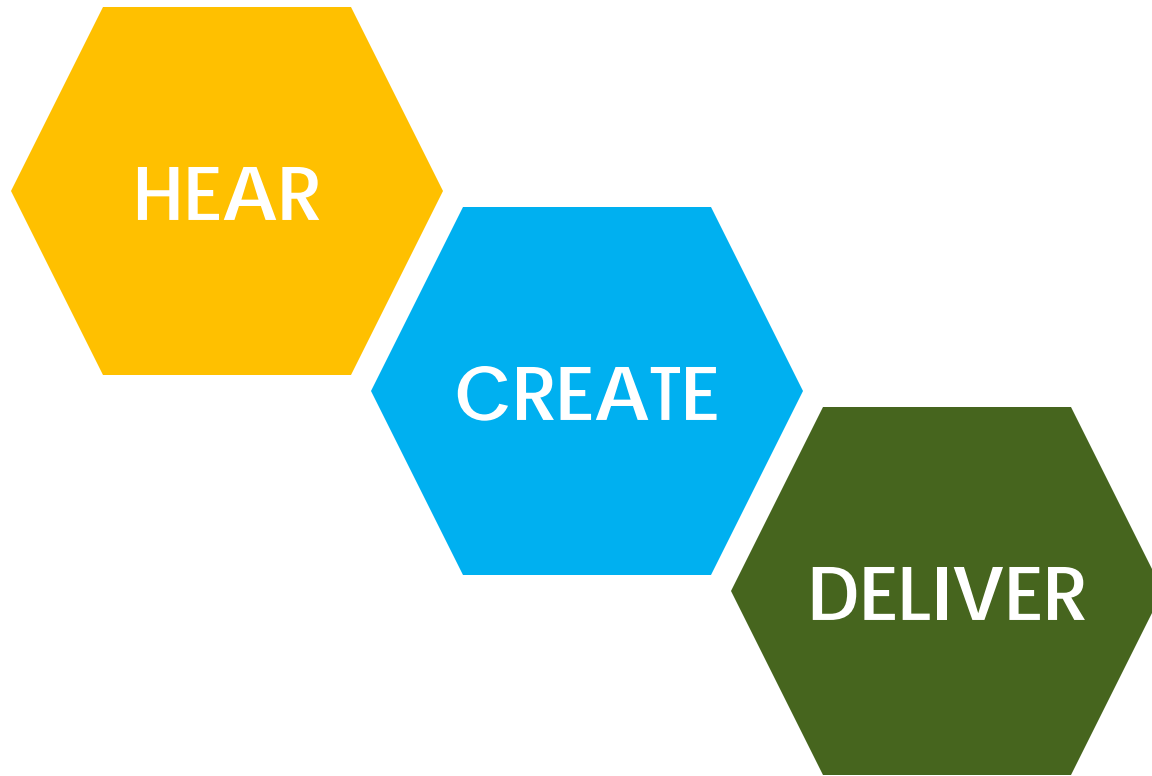


Meanwhile...

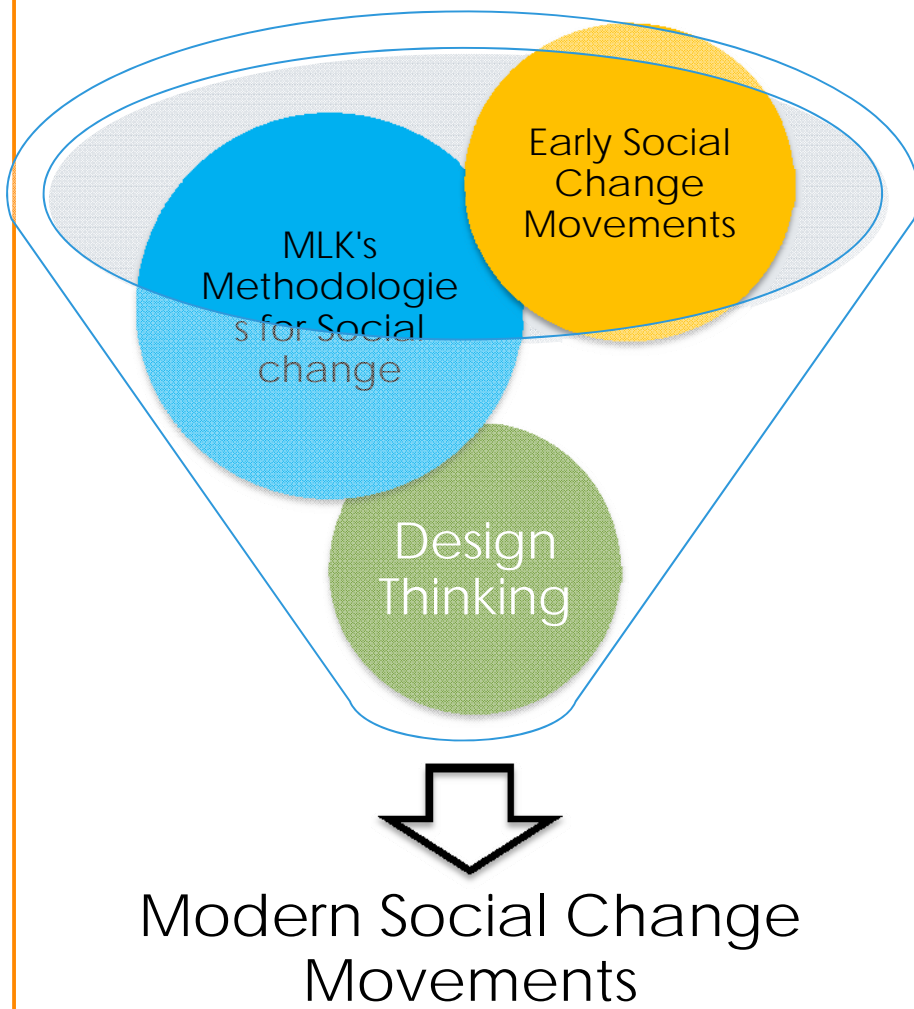
# Design Thinking Process



# Human Centered Design







# Inherent Tension in Modern Social Change

Designed & implemented by the people experiencing the challenge

vs.

Designed by others for the people experiencing the challenge

# Two Pitfalls



Judging or  
blaming  
individuals



Saving or  
serving  
without  
empowering

# Avoiding the Pitfalls



Both MLK's Methodologies and Design Thinking have the *same* first step:

**Gather information/Listen/Learn/Connect**

True connection, conversation, and empathy are the antidote to both pitfalls

An iceberg floating in the ocean. The tip of the iceberg is visible above the water surface, while the much larger, jagged base is submerged below. The water is a deep blue, and the sky is a lighter blue with some clouds. The horizon line is clearly visible, separating the water from the sky.

# Behavior Patterns

Cultural Norms

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Poverty



Some cultural norms can be lightly held and evolve organically and frequently – like trends and fashions.

Or they can have deeper roots and be more resistant to change – these are the cultural norms based on values, beliefs, and tradition.

### **Possible strategies for transformation:**

- Effective Messaging & Messengers
- Campaigns
- Outreach

# How Messages Lead to Social Change

Exposure to  
message

Personal  
experience

Personal  
transformation  
& behavior  
change

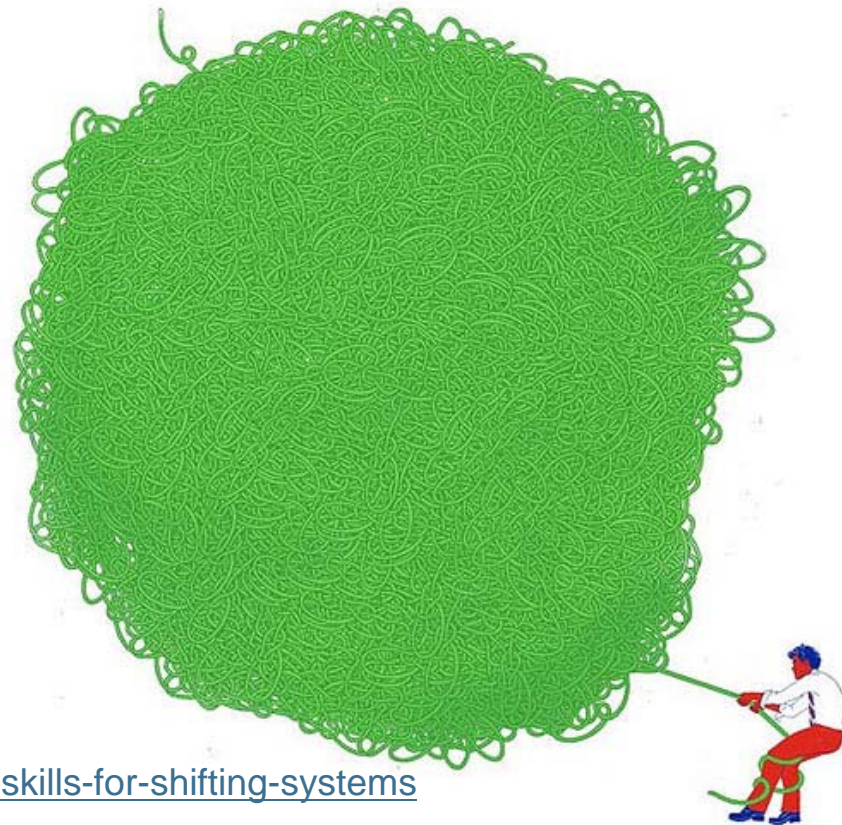
Social Group  
Sharing &  
Transformation


Addressing the underlying systemic issues is much more complex. Because these are systemic issues, they can't be solved through messaging alone.

Understanding and acknowledging them is the first step.

### **Possible strategies for transformation:**

- Empowering & equipping new leaders
- Community Organizing
- Cross-Sector Collaboration
- Political Advocacy
- Infrastructure Building




A photograph showing a person's hands holding a small, brown, scruffy dog. The person is wearing a white tank top and has tattoos on their arms. The background is outdoors with a white van and other people partially visible.

What are the underlying systemic issues?


A photograph of a white dog sitting on a concrete pad in a fenced-in area. There is a blue tarp covering something in the background. The setting appears to be an outdoor enclosure or kennel.

How should we respond?

A photograph of a veterinarian in a checkered shirt using a stethoscope to examine a small, scruffy dog. The veterinarian is smiling and has a name tag.

Who else is working on these issues?





**Behavior Pattern:**  
Not seeking  
spay/neuter for pets

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What cultural norms,  
values, or beliefs  
could generate or  
perpetuate this  
behavior pattern?



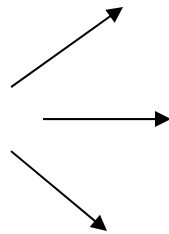
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# How can we encourage people to spay or neuter their pets?



Who is not currently spaying or neutering their pets?

What are their daily lives like?

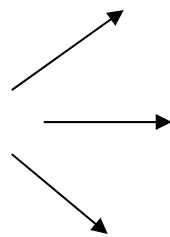
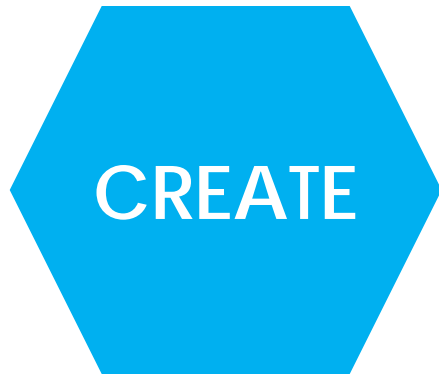
What roles do their pets play in their lives?

How do they handle medical concerns for their pets?

What worries and concerns do they have about their pets?

Who do they trust to help them or to give them helpful information?

# How can we encourage people to spay or neuter their pets?



What messages would be the most appropriate and effective given what we have learned?

What services could we provide to make a meaningful difference in their lives?

How could we address the underlying systemic issues we discovered?

How could we empower people from the community to get involved in this issue?

What role, if any, should we play in this community?

# How can we encourage people to spay or neuter their pets?

Time to implement the strategies you have created! Maybe this includes:



New Messages & Messengers about spay/neuter

Spay/Neuter Services

Training program for local animal lovers to empower them to lead on this issue

Political advocacy to increase publicly funded spay/neuter



**Marriage License**

I, the undersigned, do hereby certify that the following persons have been granted a marriage license in accordance with the laws of the State of Washington, and that the same have been solemnized by me in accordance with the laws of the State of Washington.

Name of bride: \_\_\_\_\_  
Name of groom: \_\_\_\_\_  
Date of marriage: \_\_\_\_\_  
Place of marriage: \_\_\_\_\_  
Name of officiant: \_\_\_\_\_  
Name of witness: \_\_\_\_\_  
Name of witness: \_\_\_\_\_

Washington, 2015  
*Photo from The Atlantic*









# Lessons for Today's Social Change Makers



# DON'T HATE THE PLAYER



# CHANGE THE GAME

**LISTEN**



**KEEP LISTENING**



**NEW MESSAGES  
NEW MESSENGERS**

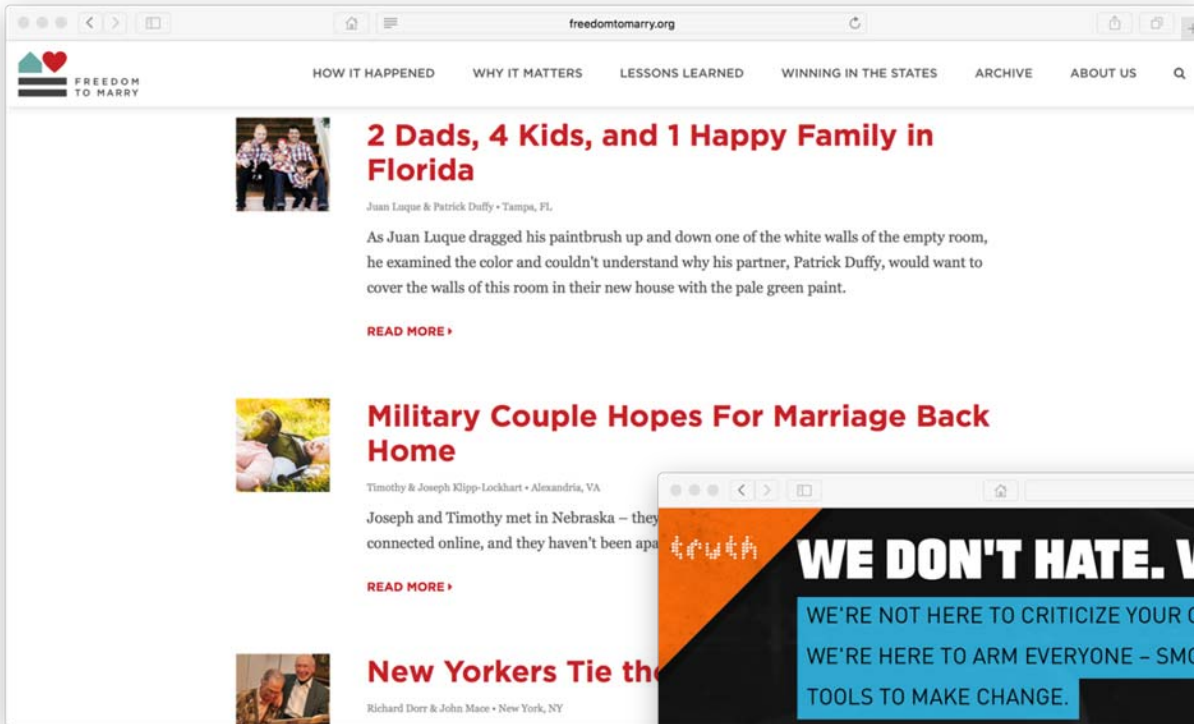


MEET  
PEOPLE  
WHERE  
THEY  
ARE

# PIVOT!



# Putting it All Together



A screenshot of the Truth Tobacco Industry Claims website (thetruth.com) with a dark background and white text. The text is highlighted in colored boxes:

- WE DON'T HATE. WE INSTIGATE.**
- WE'RE NOT HERE TO CRITICIZE YOUR CHOICES, OR TELL YOU NOT TO SMOKE. WE'RE HERE TO ARM EVERYONE – SMOKERS AND NON-SMOKERS – WITH THE TOOLS TO MAKE CHANGE.
- EXPOSING BIG TOBACCO**
- WE'VE ALWAYS BEEN ABOUT EXPOSING BIG TOBACCO'S LIES AND MANIPULATION. AND WHILE THEY KEEP ADAPTING THEIR TACTICS, WE KEEP IT REAL.
- GAMING NOT SHAMING**
- THIS ISN'T ABOUT THROWING STONES AT SMOKERS. IT'S ABOUT FINDING AND TURBO-CHARGING NEW FUN WAYS TO DO WHAT NO GENERATION HAS EVER DONE BEFORE - END SMOKING.

# Free Puppies Resources!



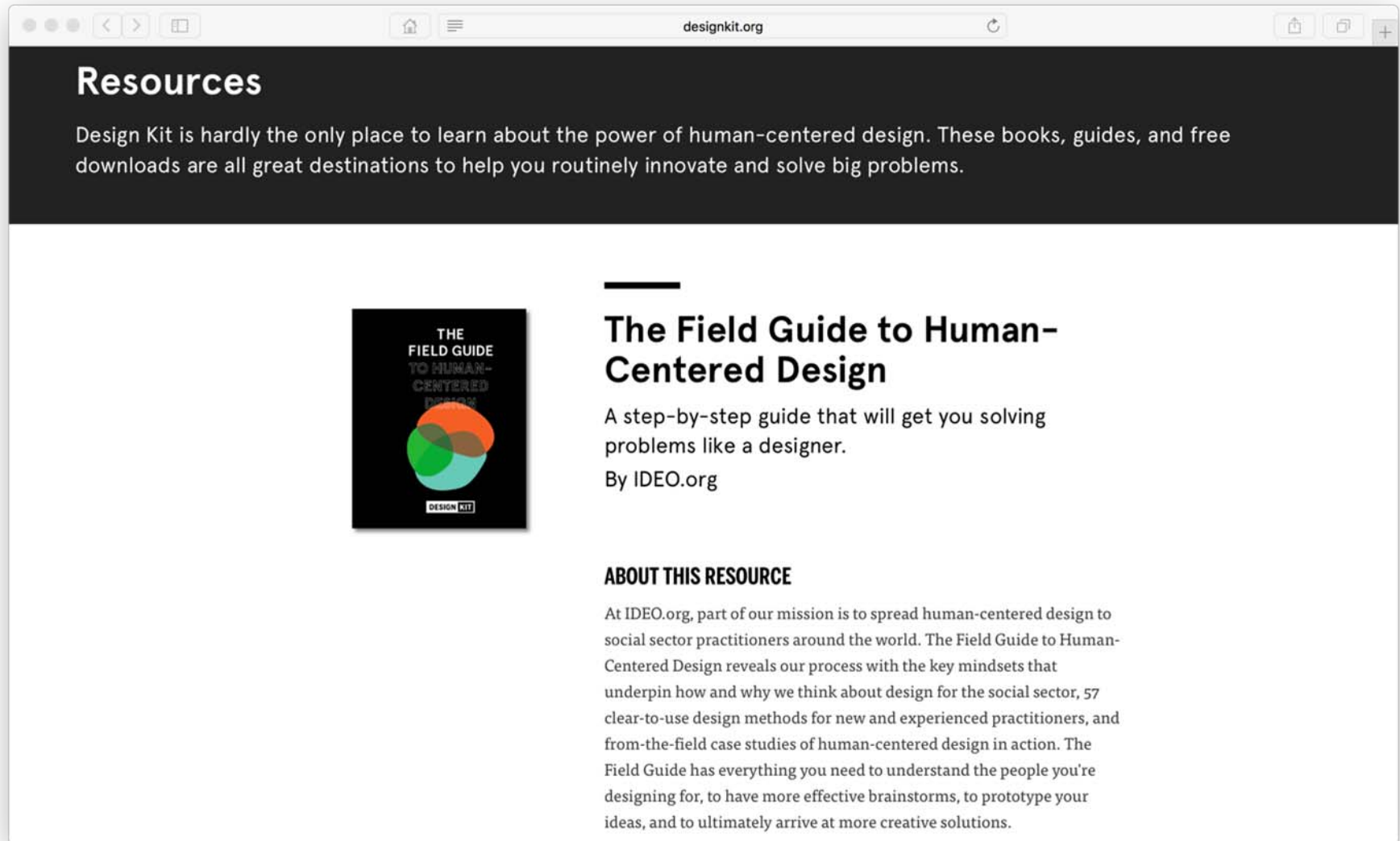


<http://freedomtomarry.org>

The screenshot shows a web browser window with the URL [freedomtomarry.org](http://freedomtomarry.org). The website has a teal header with the logo and navigation menu: HOW IT HAPPENED, WHY IT MATTERS, LESSONS LEARNED, WINNING IN THE STATES, ARCHIVE, ABOUT US, and a search icon. The main content area features a large teal sidebar on the left with the heading "Lessons Learned" and a "VIEW ALL LESSONS" button. To the right is a 2x3 grid of six white cards, each with an icon and a title:

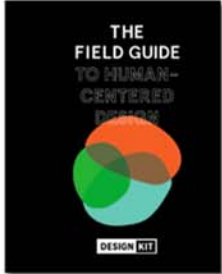
- VISION AND STRATEGY**: Icon of a map with a heart and a path.
- BUILDING A CRITICAL MASS OF PUBLIC SUPPORT**: Icon of two protest signs, one saying "LOVE MUST WIN" and the other with a heart.
- WINNING IN THE STATES**: Icon of a heart made of state outlines.
- ENDING FEDERAL MARRIAGE DISCRIMINATION**: Icon of a document with a red ribbon seal.
- DIGITAL & EARNED MEDIA**: Icon of a laptop with a speech bubble.
- FUNDING THE CAMPAIGN**: Icon of a piggy bank with a heart and dollar signs.

<http://www.designkit.org/resources/1>

A screenshot of a web browser displaying the Design Kit website. The browser's address bar shows "designkit.org". The page has a dark header with the word "Resources" in white. Below the header, there is a paragraph of text. The main content area features a book cover on the left and a text block on the right. The book cover is titled "THE FIELD GUIDE TO HUMAN-CENTERED DESIGN" and has a logo with three overlapping circles in orange, green, and blue. The text block on the right is titled "The Field Guide to Human-Centered Design" and includes a description and the author "By IDEO.org". Below the text block is a section titled "ABOUT THIS RESOURCE" with a detailed paragraph.

**Resources**

Design Kit is hardly the only place to learn about the power of human-centered design. These books, guides, and free downloads are all great destinations to help you routinely innovate and solve big problems.



**The Field Guide to Human-Centered Design**

A step-by-step guide that will get you solving problems like a designer.

By IDEO.org

**ABOUT THIS RESOURCE**

At IDEO.org, part of our mission is to spread human-centered design to social sector practitioners around the world. The Field Guide to Human-Centered Design reveals our process with the key mindsets that underpin how and why we think about design for the social sector, 57 clear-to-use design methods for new and experienced practitioners, and from-the-field case studies of human-centered design in action. The Field Guide has everything you need to understand the people you're designing for, to have more effective brainstorming sessions, to prototype your ideas, and to ultimately arrive at more creative solutions.

<http://ssir.org>

The screenshot shows a web browser window with the URL [ssir.org/topics/category/design\\_thinking](http://ssir.org/topics/category/design_thinking). The page features the Stanford Social Innovation Review logo and tagline: "Informing and inspiring leaders of social change". A navigation bar includes links for "SOCIAL ISSUES", "SECTORS", "SOLUTIONS", "MAGAZINE", and "MORE", along with social media icons for Twitter, Facebook, LinkedIn, Google+, and RSS. A "SIGN IN | SUBSCRIBE" button is visible in the top right. The main content area is titled "Design Thinking" with the subtitle "Innovations in solution-based design techniques that address social problems". A featured article, "Leading Change Through Adaptive Design" by Maya Bernstein & Marty Linsky, is highlighted with a "Leadership" tag. The article's abstract states: "By integrating two practices—design thinking and adaptive leadership—social innovators can manage projects in a way that's both creatively confident and relentlessly realistic." To the right, there is a promotional banner for Northwestern University's School of Professional Studies, offering a "Master of Science in Global Health" and a "Study Online" option. Below this is a "Free Weekly eNewsletter" sign-up form with a "Sign up" button and a "LATEST NEWSLETTER" label. A vertical "SUBSCRIBE | SIGN IN" button is located on the left side of the page.





What are your questions?