

Social Change 201

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EMANCIPET

LOW COST. BIG HEART.

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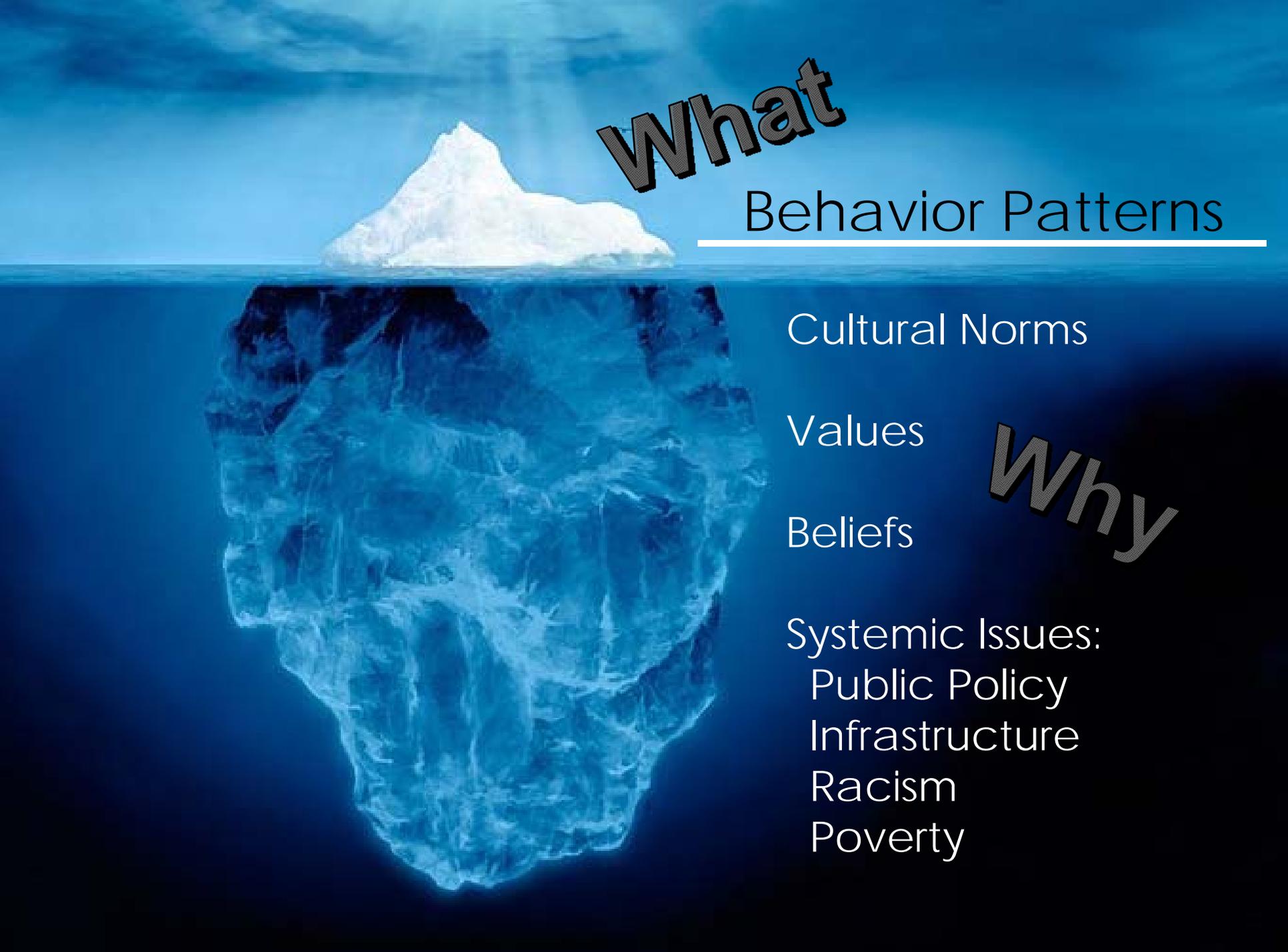
Social Change has happened
when
a significant and sustained
transformation
in societal behavior patterns,
cultural norms, and values
has occurred.

Social Change Makers
create
programs, services, and messages
that change
societal behavior patterns
to solve social problems.

TODAY'S AGENDA

- Digging Into Root Causes
- Mindsets of Social Change Makers
- Building an Organizational Culture that Embraces Social Change



An iceberg floating in the ocean. The tip of the iceberg is above the water surface, while the much larger, jagged base is submerged. The water is a deep blue, and the sky is a lighter blue with some clouds. The word 'What' is written in a large, bold, grey font above the tip of the iceberg. The word 'Why' is written in a large, bold, grey font to the right of the submerged part of the iceberg. A white horizontal line is drawn across the water surface.

What

Behavior Patterns

Cultural Norms

Values

Beliefs

Systemic Issues:

Public Policy

Infrastructure

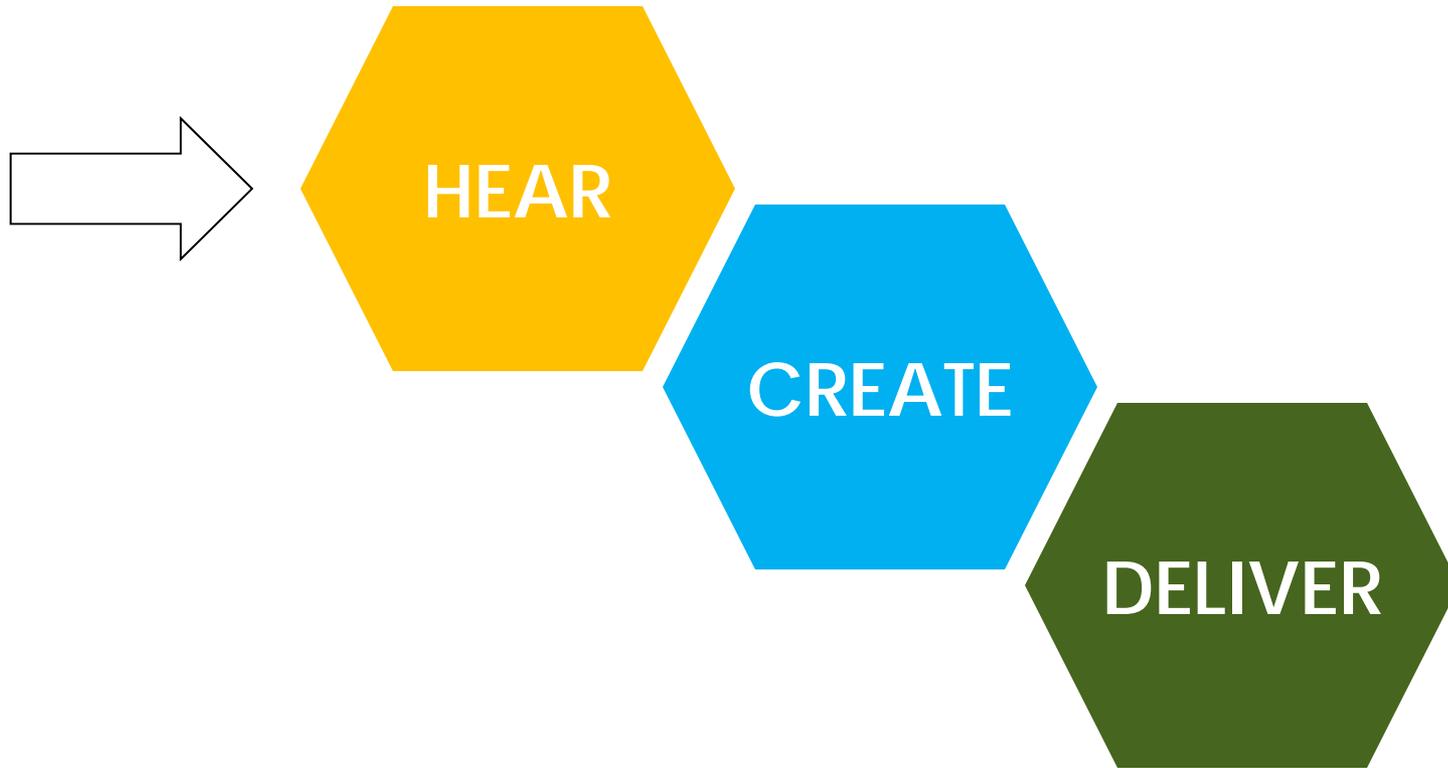
Racism

Poverty

Why



Human Centered Design



FAIL



Exercise: How Could We Fail?

SOCIAL CHANGE GOAL: All pet owners in your community now actively seek out spay/neuter for their pets and believe it is a safe and important part of caring for a pet.

What would an organization have to do to fail completely – to ensure this social change DOES NOT happen?



Is your
organization
doing anything
that resembles
something on
this list?



Digging Into Root Causes

- Assessing Your Community
- Peer Learning
- Direct Engagement

Assessing Your Community

- Create an animal-related infrastructure map of the neighborhood (vet clinics, shelters, etc)
- Create a timeline of neighborhood history
- Document animal-related laws & ordinances
- Document current human demographics
- Create an animal welfare map – where are stray pets, owner surrenders, cruelty/neglect calls originating?

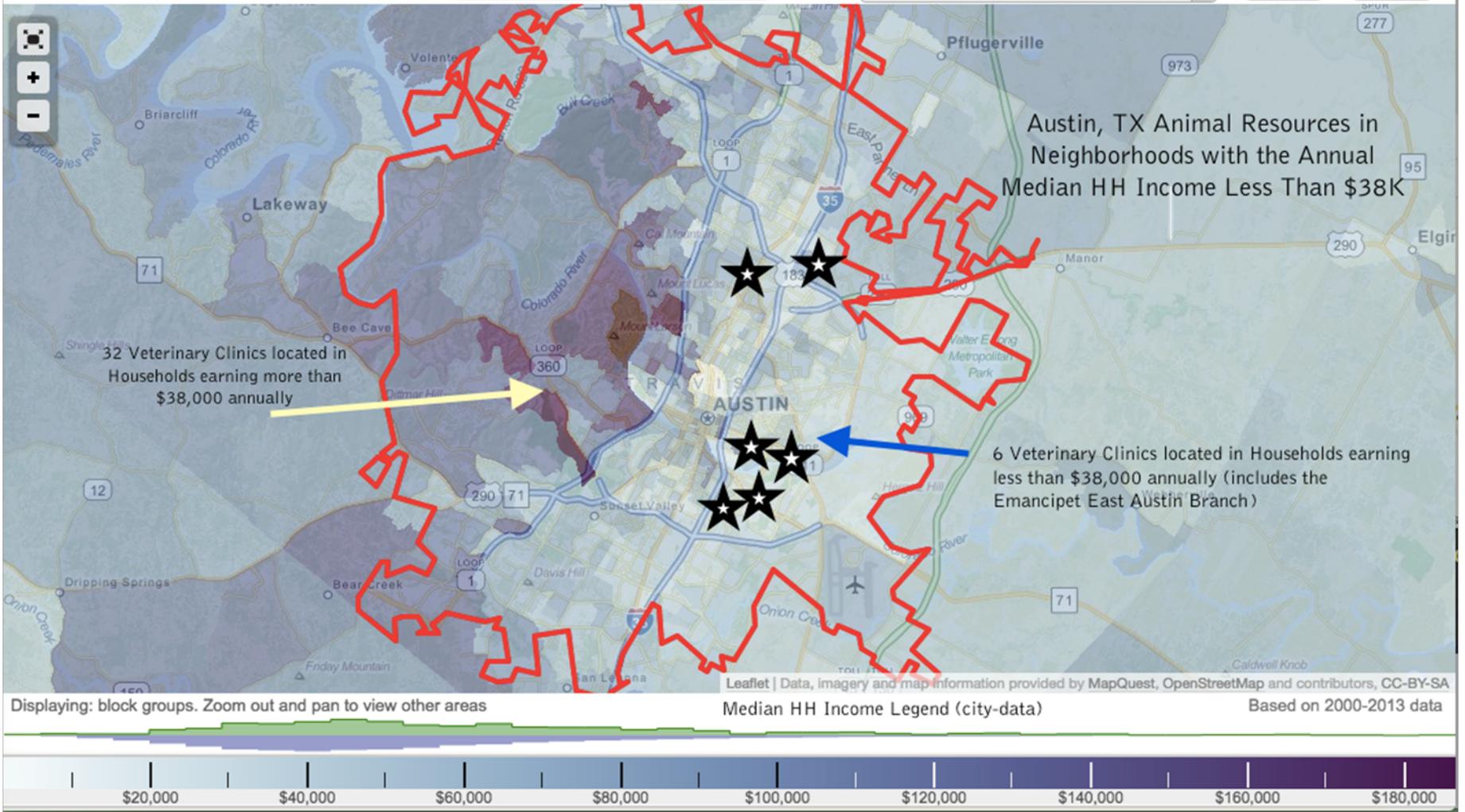
Data: Median household income (\$)

% change since 2k

Find City, State, County or Zip Code

Get link

Options



Who serves the
people who may
need your help?



Discovery Interviews

- What strategies have been most successful in working with your client population?
- What are the biggest challenges your clients face in their daily lives?
- What are the systemic issues you are fighting against to serve your clients?
- What do you wish others understood about the people you serve?

Where the
magic happens



Your
Comfort
Zone

Outreach as Market Research



Participatory Action Research



Alcohol Management

- Restrictions on full strength takeaway
- Enforce laws re drinking in public and drink driving + *under age drinking*
- Individual prohibition orders
- Provide support for those who want to reduce/ quit

Stop serving off people



Drug control

- Street-based alcohol and drug counselling
- Eliminate drug dealers



Healthy lifestyles

- More nutritious take-away food
- Establish a gym
- Establish walking/exercising clubs



Build Community Pride and Positive Mindset

- Focus on "can do"
- Acknowledge local achievers
- Tidy towns competition - best house, best garden, best street
- Participating in the 'Clean-Up Kimberley' campaign
- Share local stories



Increased community involvement

- Continue Community Reference Group/Halls Creek Development
- Increased community
- Recognise community
- the Club
- Halls Creek Day together on



Local Leadership Development

- Maintain and grow young leadership development, experiences and opportunities
- Introduce more women leadership development programs
- Develop mentoring programs eg Mongrel Mates



Positive Halls Creek Campaign

- Drop local negative/cynical attitudes
- Highlight moments of pride and local achievers
- Media campaign to change outside/ external negative perceptions



Seek & Document Stories



Brainstorm: Participatory Action Research

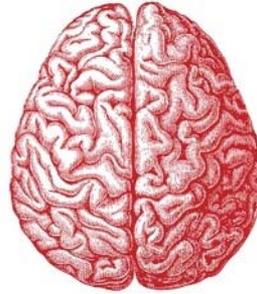
- Write your pet's name, and then one word that describes your pet
- Using Stickers, VOTE for the pet services you need most in your community (vet clinic, dog park, shelter, more animal control, etc)
- How many puppies and kittens? Write the names of any pets that have had litters, and use stickers to show how many puppies and kittens were in each litter.

Throw the ball!



Mindset: {*noun*}

A set of beliefs or a way of thinking that determines one's behavior, outlook, and mental attitude.



SOCIAL CHANGE MAKER MINDSET 1: CURIOUS

*

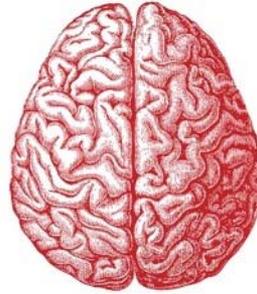
We are deeply curious about the social problem we seek to solve and its causes

*

We believe that curiosity quiets the judging mind, and that judging inhibits our ability to solve social problems.

*

We believe that asking the right questions is more important than having the right answers.



SOCIAL CHANGE MAKER MINDSET 2: INCLUSIVE

*

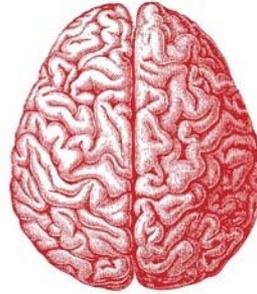
We believe the people impacted by a social problem are in the best position to solve it.

*

We believe we make better decisions collaboratively, and with a diverse group of decision-makers.

*

We include diverse voices in all stages of developing, testing, and implementing solutions



SOCIAL CHANGE MAKER MINDSET 3: SELF-AWARE

*

We check out assumptions and watch for blind spots.

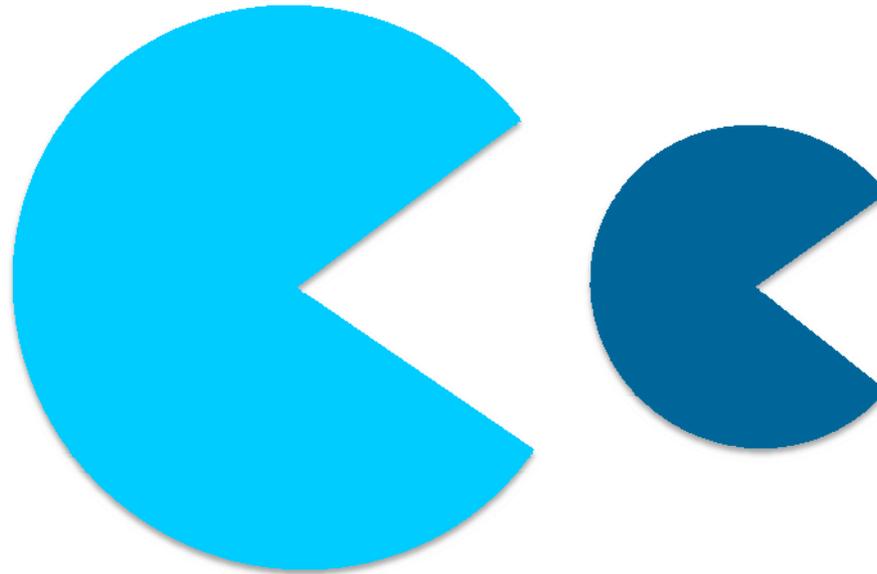
*

We are aware of our own power and privilege, and
how it shapes our perspectives

*

We monitor our own words, actions, and intentions to
ensure we are not becoming a part of the problem

“Culture eats strategy for breakfast”
– Peter Drucker





Engage as many staff, volunteers, and board members as possible in the root cause discovery process.

*

Share the completed results widely.

Increase Board & Staff Diversity & Cultural Responsiveness



Change the Stories You Tell



30 DAY STORY CLEANSE

The 30-Day Story Cleanse is a challenge to elevate the stories we tell ourselves, each other, and the rest of the world about the relationship between people and their pets. Like a juice cleanse, it can help you feel lighter, more hopeful, and more energized!

Tell only stories that:

- Celebrate the bond between people and their pets
- Feature pet owners who have been underrepresented in positive animal welfare stories
- Include only happy images of people and their pets together



What questions has this created?