

EMANCIPET

NEW
SCHOOL
STRATEGIES **FOR**
CHANGE MAKERS



Social Change 101

Presented by Myles Chadwick
AIAM Conference, Darwin Australia
October 24, 2019



WHAT'S AHEAD

- Social Change
- Social Good
- Successful Social Change Movements
- Seeking to Understand Root Causes
- Choosing Our Beliefs
- Changing Our Stories



SOCIAL CHANGE

is a

SIGNIFICANT AND SUSTAINED
TRANSFORMATION

in

SOCIETAL BEHAVIOUR
PATTERNS, CULTURAL NORMS,
AND VALUES

over a period of time.



SOCIAL CHANGE MOVEMENTS

work to

SOLVE TOUGH SOCIAL
PROBLEMS

by

CHANGING HUMAN BEHAVIOUR

patterns, resulting in a safer more
humane world.



THE DIFFERENCES BETWEEN SOCIAL GOOD & SOCIAL CHANGE

Social Good

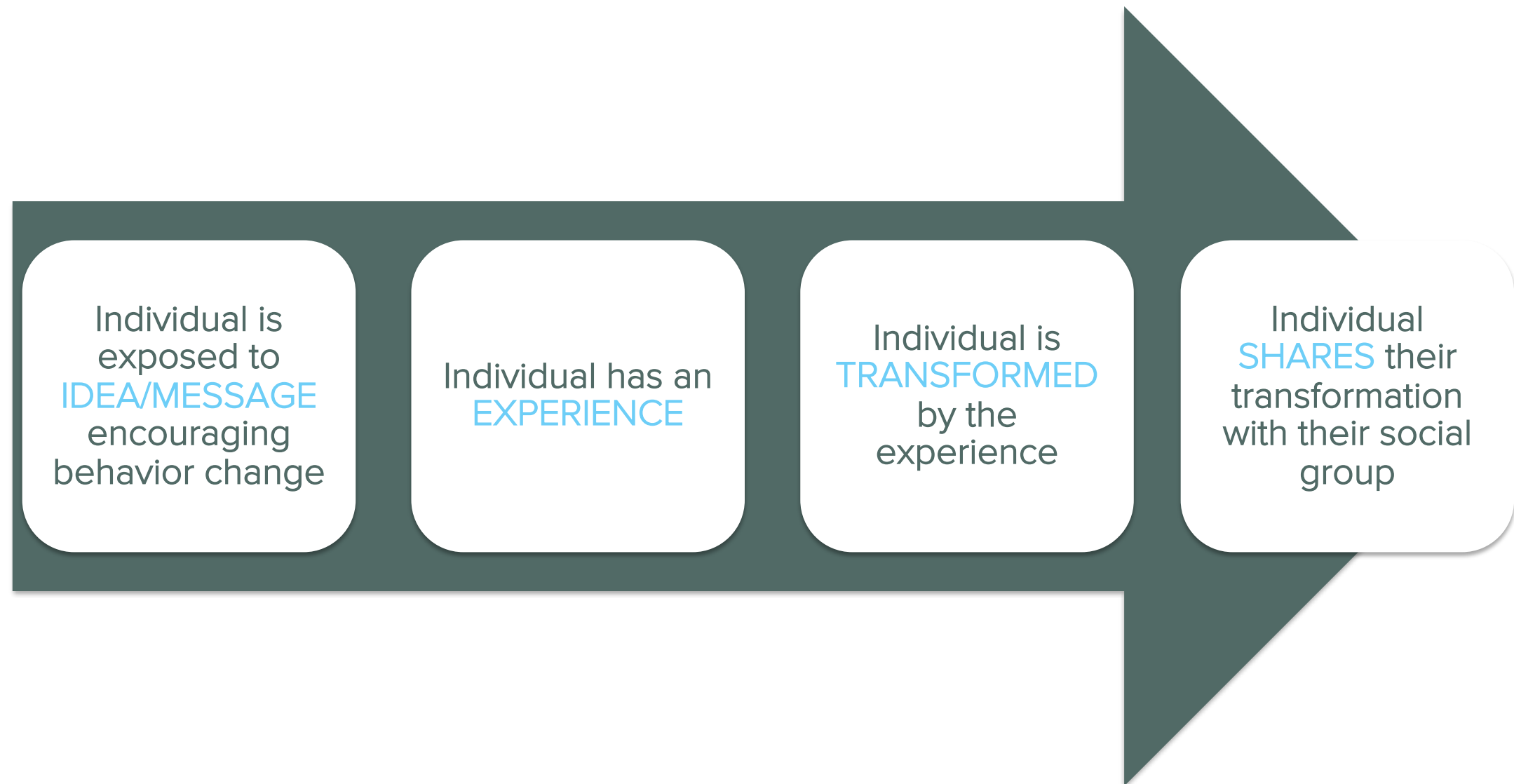
- Programs/services that deliver a service to a named beneficiary to improve their lives
- Transactional
- Example: A Soup Kitchen provides a free, hot, nutritious meal today to someone who is hungry

Social Change

- Programs/services that start movements that create a significant and sustained transformation of societal behavior and cultural norms over a period of time
- Transformational
- Example: Mothers Against Drunk Driving creates campaigns that change the way people think, feel, and behave about drinking and driving.



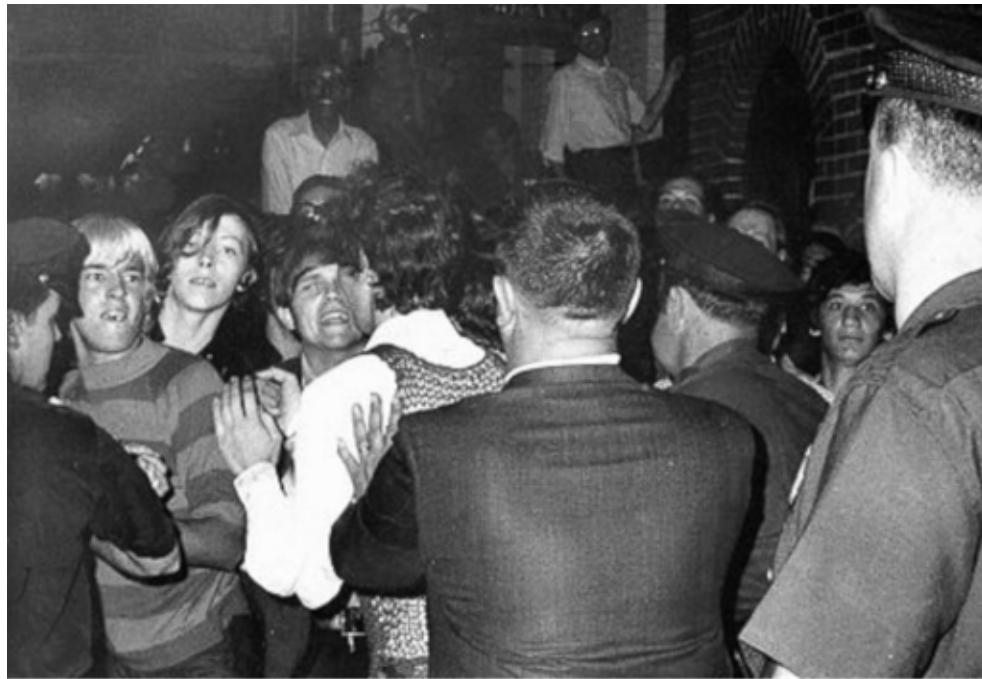
HOW DOES SOCIAL CHANGE HAPPEN?



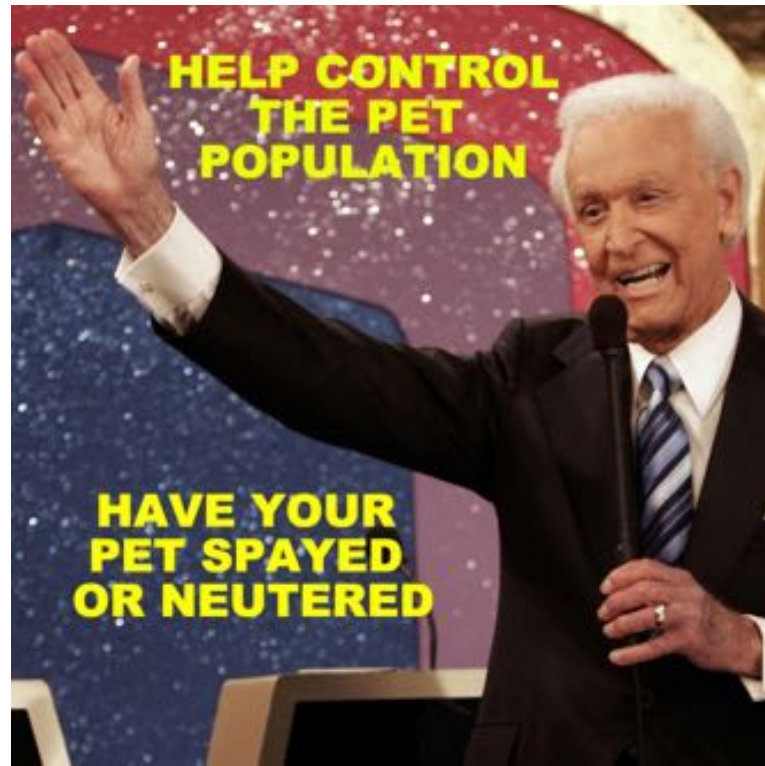
US CIVIL RIGHTS MOVEMENT: 1954 - 1968



US MARRIAGE EQUALITY MOVEMENT: 1969 - 2015



SPAY/NEUTER (DESEXING): 1969 -



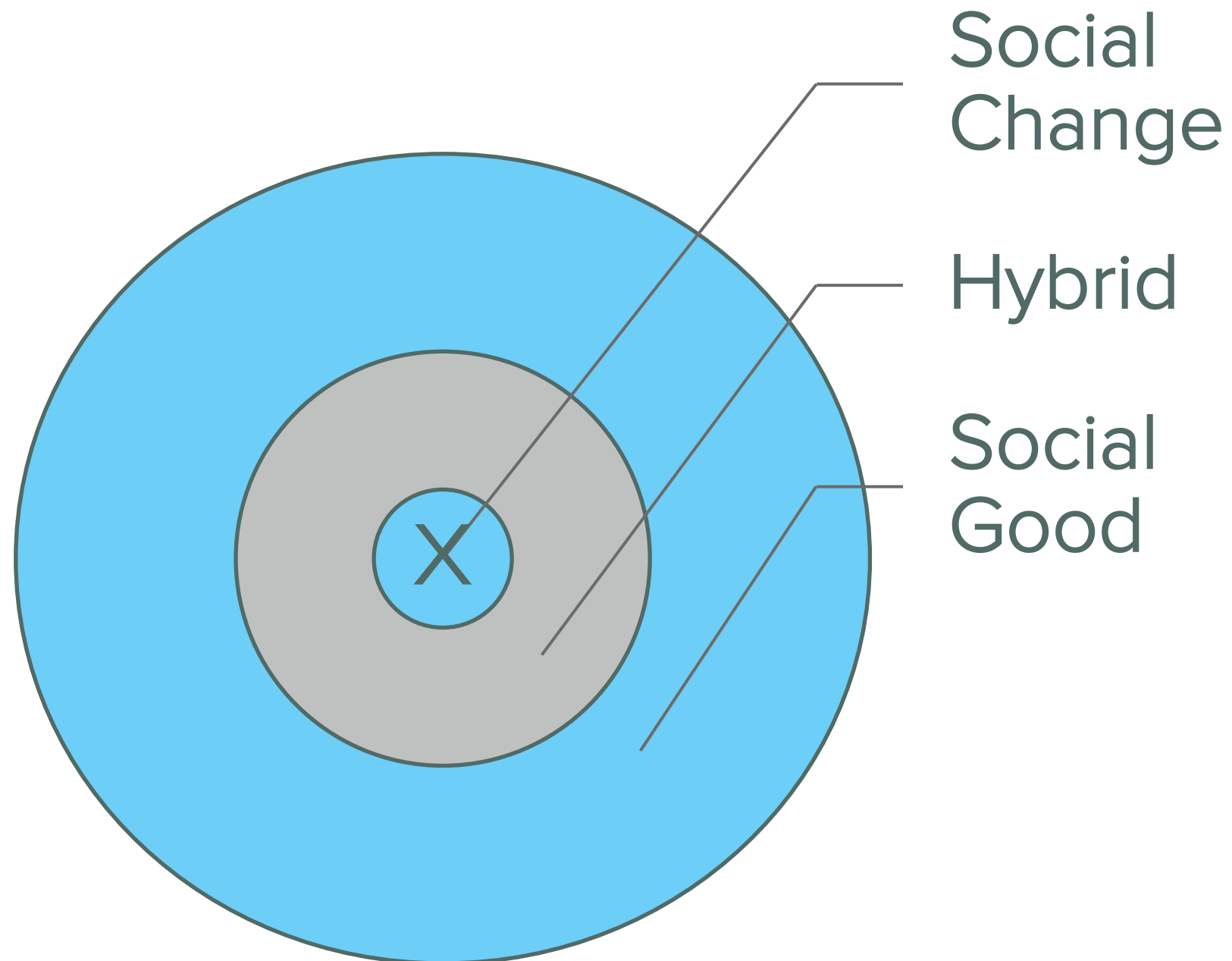
So what does social change
have to do with the future of
animal management?



It is imperative that we
UNDERSTAND
SOCIAL CHANGE
because it enables us to
IDENTIFY & ADDRESS
ROOT CAUSES
that create the need for
SOCIAL GOOD
PROGRAMS
to begin with.



X MARKS THE SPOT



An iceberg floating in a blue ocean under a blue sky. The visible tip of the iceberg is small and white, while the submerged part is much larger and dark blue. To the right of the iceberg, the text 'Behaviour Patterns' is written in white, underlined. Below it, a list of factors is also in white text: 'Cultural Norms', 'Values', 'Beliefs', and 'Systemic Issues: Public Policy, Infrastructure, Racism, Poverty'.

Behaviour Patterns

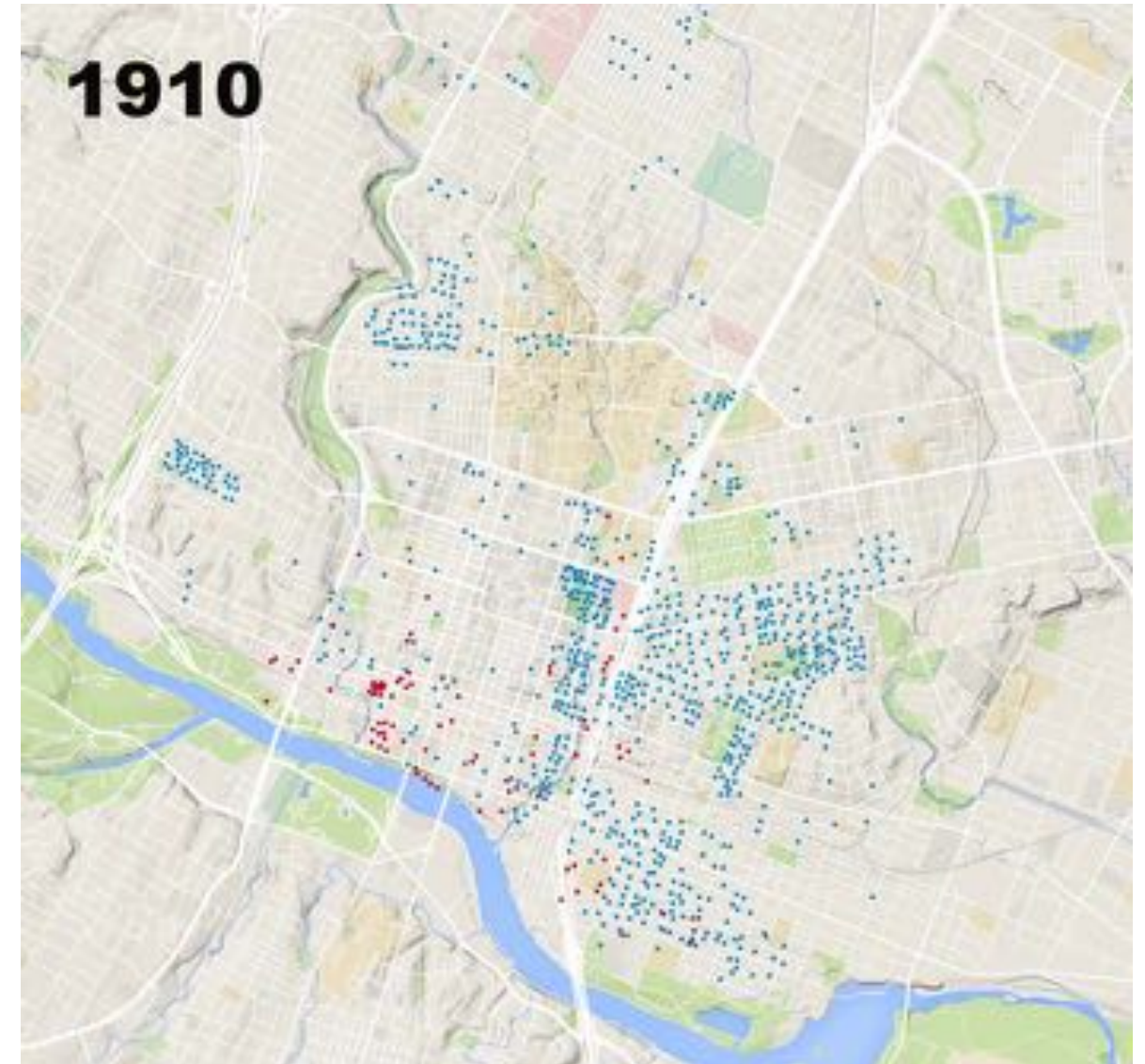
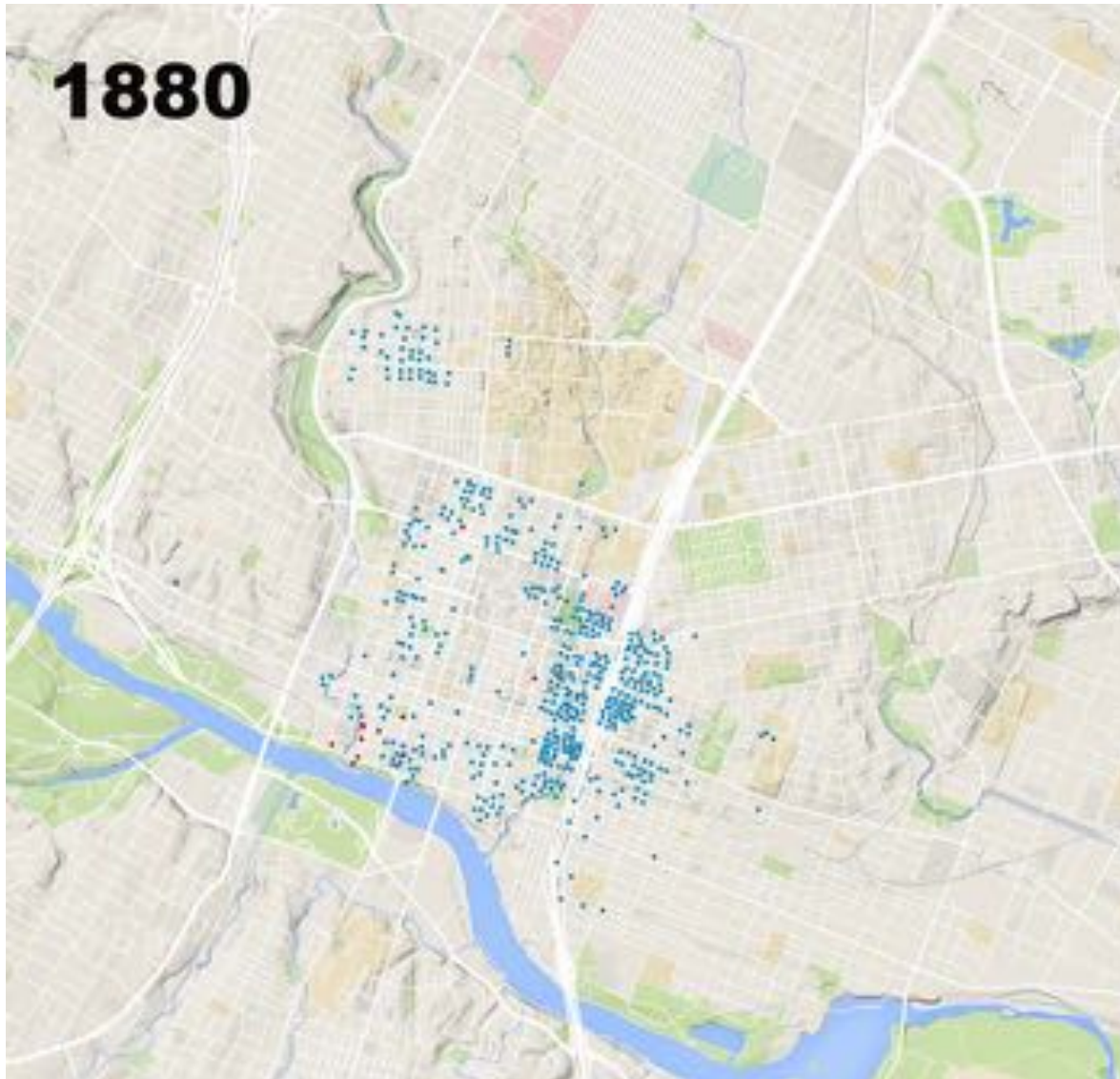
Cultural Norms

Values

Beliefs

Systemic Issues:
Public Policy
Infrastructure
Racism
Poverty

ONCE UPON A TIME IN TEXAS...



1928...RACISM



Koch and Fowler city plan (1928), "Austin Restricted" (Tretter, 2012)

ANGLO NEIGHBORHOODS
(PROTECTED)

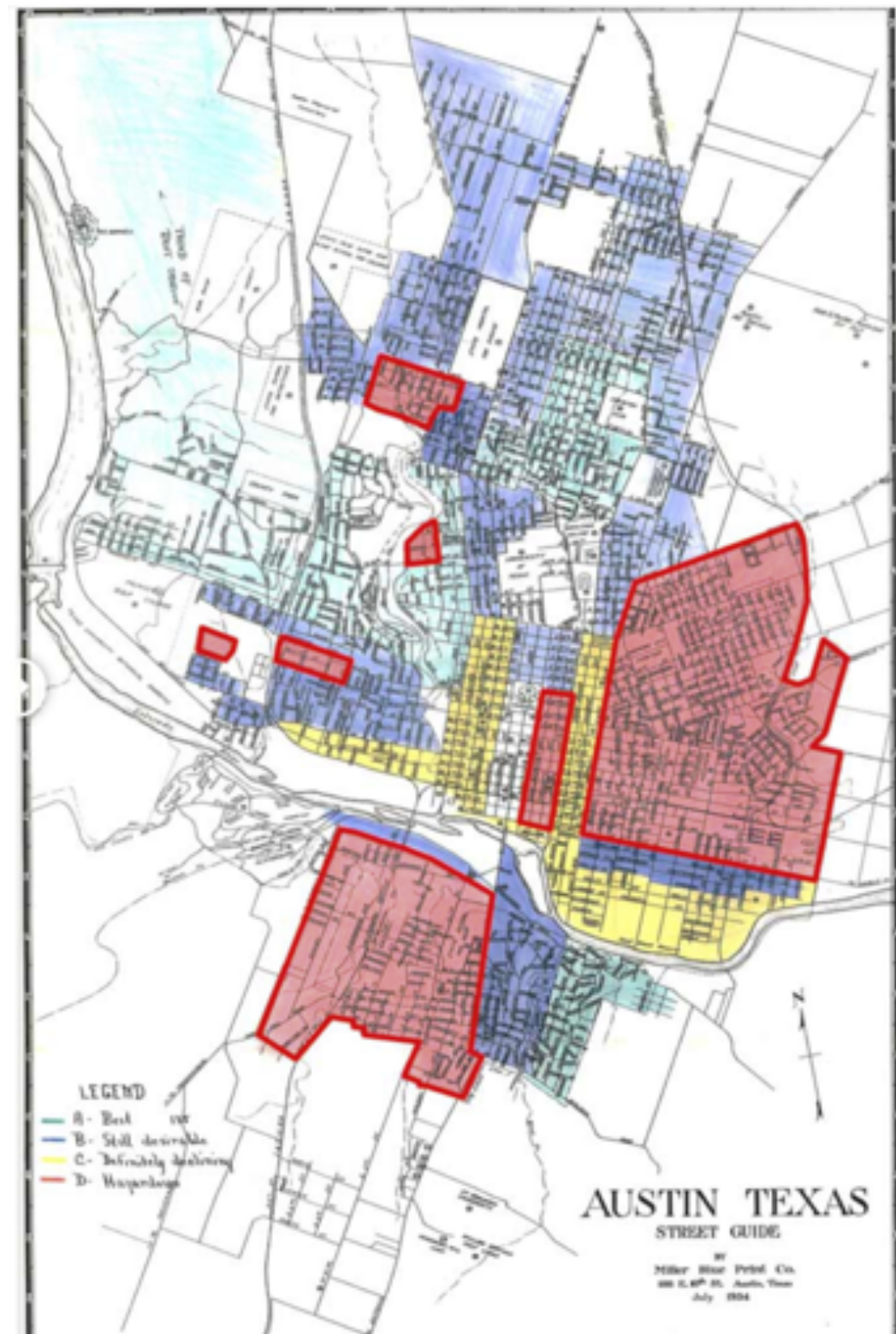


Koch and Fowler city plan (1928), "Austin Restricted" (Tretter, 2012)

MINORITY NEIGHBORHOODS
(WEAK ZONING RESTRICTIONS)

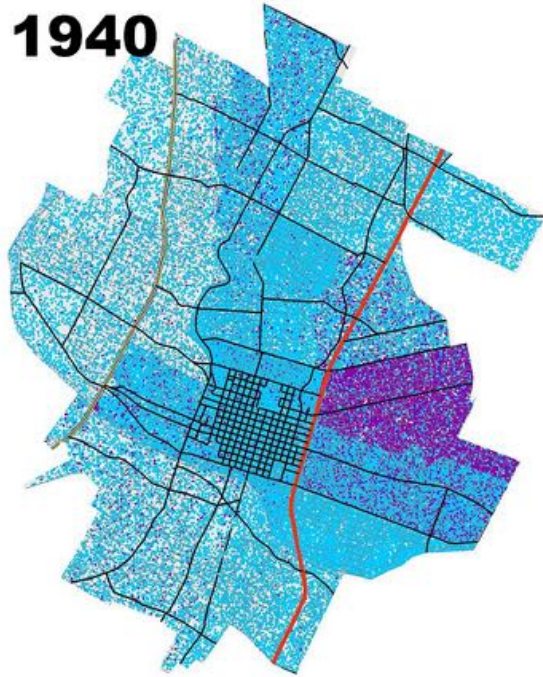


1935 - THE NEW (SAME OLD) DEAL

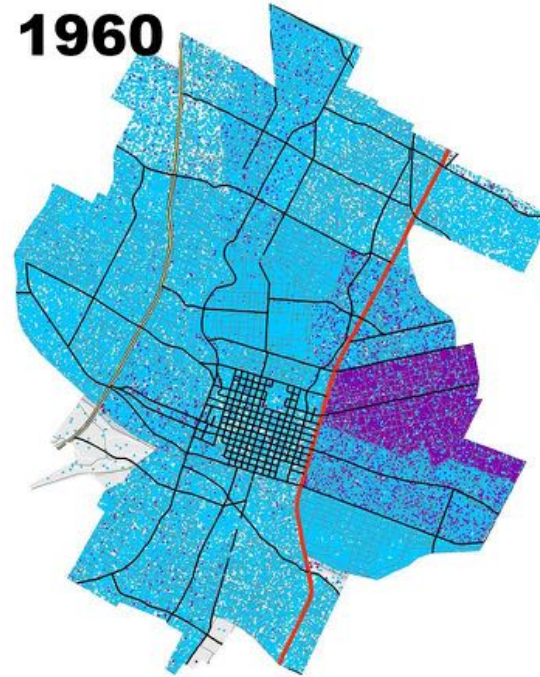


HOW THAT PLAYS OUT

1940



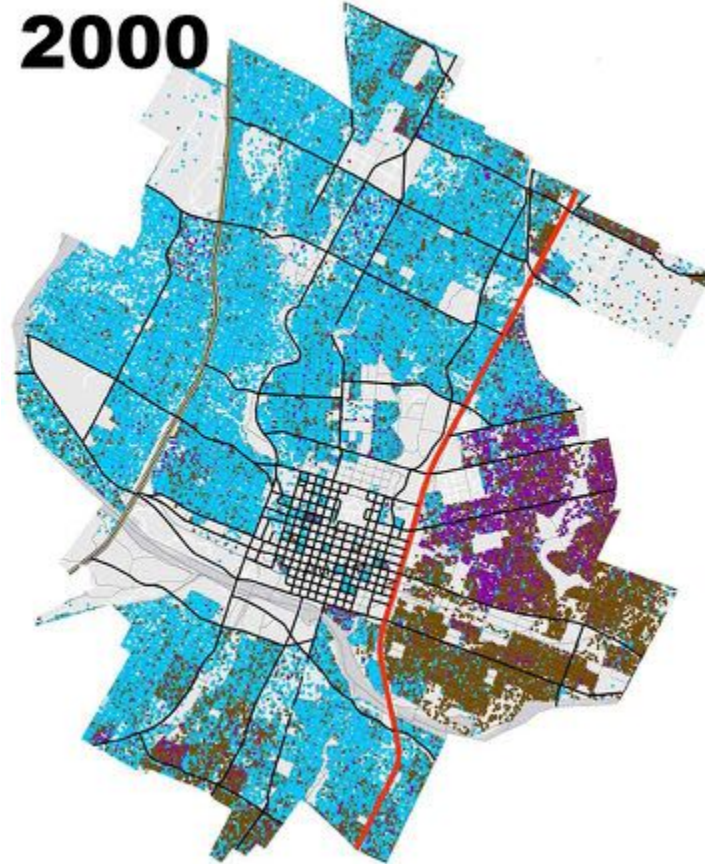
1960



1980



2000



2010



An iceberg floating in a blue ocean under a blue sky. The tip of the iceberg is above the water, while the much larger, jagged base is submerged. The text is overlaid on the right side of the image.

Behaviour Patterns

Underlying Causes of
Behavior Patterns:

Cultural Norms

Values

Beliefs

Systemic Issues

WHERE ARE YOU?



Your beliefs become your
THOUGHTS,
Your thoughts become your
WORDS,
Your words become your
ACTIONS,
Your actions become your
HABITS,
Your habits become your
VALUES,
Your values become your
DESTINY.

-Gandhi



So what does belief have to
do with the future of animal
management?



If we truly believe that pet owners who do not meet our standards are just uncaring, irresponsible people who will never change, then

WE WILL NEVER CREATE THE
OPPORTUNITIES

through which they can change.



THE STORIES WE TELL..

...and the language that we use signal our beliefs.

The "old way" has worked for those that it works for – whoever still has not been reached needs something new.

Embracing Social Change mindsets (curiosity, inclusiveness, self assessment, and non-judgement) is a path towards building community, revitalizing our work and building programs and messages that will move us into the future



CHANGING YOUR BELIEFS

Beliefs – Assess your underlying beliefs and decide if change is needed

Thoughts – Discuss the changes with your team

Words – Audit your spoken, web and printed materials for harmful words

Actions – Create programs and resources that reflect your perspective



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