

COMMUNICATIONS FOR SOCIAL CHANGE

Communications for social change is a process of public and private dialogue through which people define who they are, what they want, and how they can get it.

Social change is positive change in peoples' lives - as they themselves define such change.

This work seeks particularly to improve the lives of the politically and economically marginalized, and is informed by (grounded in??) principles of tolerance, self-determination, equity, social justice, and active participation all.

Confront the obstacles to ~~the~~ social change

Global context -  
diversity of cultural life

First step for change is real  
recognition of obstacles

Send  
equity  
Gen

diversity of ownership, control & resources.

**DESIGN TEAM:**

**SKILLS AND CONTENT**

**The Contents of the Communicator's Tool box**

- **Attributes, or characteristics, of the communicator for social change**
- **Principles of best practice**
- **The craft/techniques of communications for social change**
- **Reference materials/case studies for communications for social change**
- **Hot line: In case of emergency**

**Attributes and Characteristics**

**(The following are samples in an incomplete list)**

- **Passion and commitment**
- **Rootedness (knows where comes from, is centered in values and beliefs)**
- **Perspective (looks at process, not just isolated events)**
- **Humility**
- **Integrity/Credibility (recognizes that process is not neutral, value free, objective, etc; acknowledges self-interest)**
- **Respect (for the subjects, their rights, needs; local knowledge and culture)**
- **Listening ability, ability to test and refine assumptions**
- **Able to draw big (universal) lessons from small stories**

**Principles of Good Practice**

**(Again, samples in an incomplete list)**

- **Work to build two-way linkages between:**
  - person/person
  - local/local

**-local/nat'l/internat'l**  
**-practice/scholar**  
**practice/funder**

- **Tap different forms of media and multiplicity of forms**
- **Model the attributes of the communicator outlined above**
- **Work for transfer of skills and knowledge**
- **Define and occupy new ground in "co-production" (explore new sets of arrangements )**
- **Work from the outset to capture impact**
- **Assume responsibility for and management of the consequences of communications actions**
- **Minimize intrusion and invasion of privacy**

## **Craft and Techniques**

**The need is for an explication of skills and techniques that are linked to the attributes and principles outlined above**

**Involves reorientation of the practitioner and profession**

**Will require new (field based) partnerships for training**

**Involves deeper and more sustained involvement with subjects**

## **Reference Materials**

**Cases, other material to learn from.**

**In multiple formats that reflect how people learn in different/diverse situations and contexts**

**ACTION STEPS – SKILLS AND CONTENT**

- 1. Explore/develop new understanding of “co -production”**
- 2. Develop skills and processes for capturing impact, in ways that build it in from the beginning**
- 3. Conduct focused work on understanding and managing the consequences of communications work, especially in complex and transitional political environments**
- 4. Develop and distribute fuller body of case stories.**
- 5. Complete craft/techniques manual/learning package.**

**DESIGN TEAM: RESOURCE EXCHANGE FOR COMMUNICATIONS  
FOR SOCIAL CHANGE**

**Principles**

- Ownership/no bureaucracy
- Multi-media
- No duplication
- Translations
- Dynamic/ "with it"
- Flexible, growing, organic
- Coordinating engine to kick off, but leading to broader ownership
- Include face-to-face
- User friendly

**ACTION PLAN FOR RESOURCE EXCHANGE – SHORT TERM**

1. Disseminate summary of proceedings (plus implications) of this meeting to a) EKAPA and 899; b) other appropriate global, regional, and national networks; and c) relevant government and other agencies (requires translations)
2. EKAPA's write and share plans for integrating this thinking/meeting into their work.
3. Design teams this meeting meet and evaluate plans
4. EKAPA's piggyback on coincidental meetings to fulfill tasks
5. Recognize CFSC as committed ongoing vehicle/network –needs mechanisms (e-conf; listserv;newsletter)
6. Maps to identify gaps and convergence (regional and issue areas)
7. Needs/resources/skills survey of EKAPAs and new practitioners
8. Travels grants to exchange knowledge and skills
9. Create a repository of knowledge (web site)

**10. EKAPAs commit to be dissemination points**

**11. All EKAPAs on-line**

**12. (Content/skills team) Develop a how-to to support training manual**

**LONG TERM**

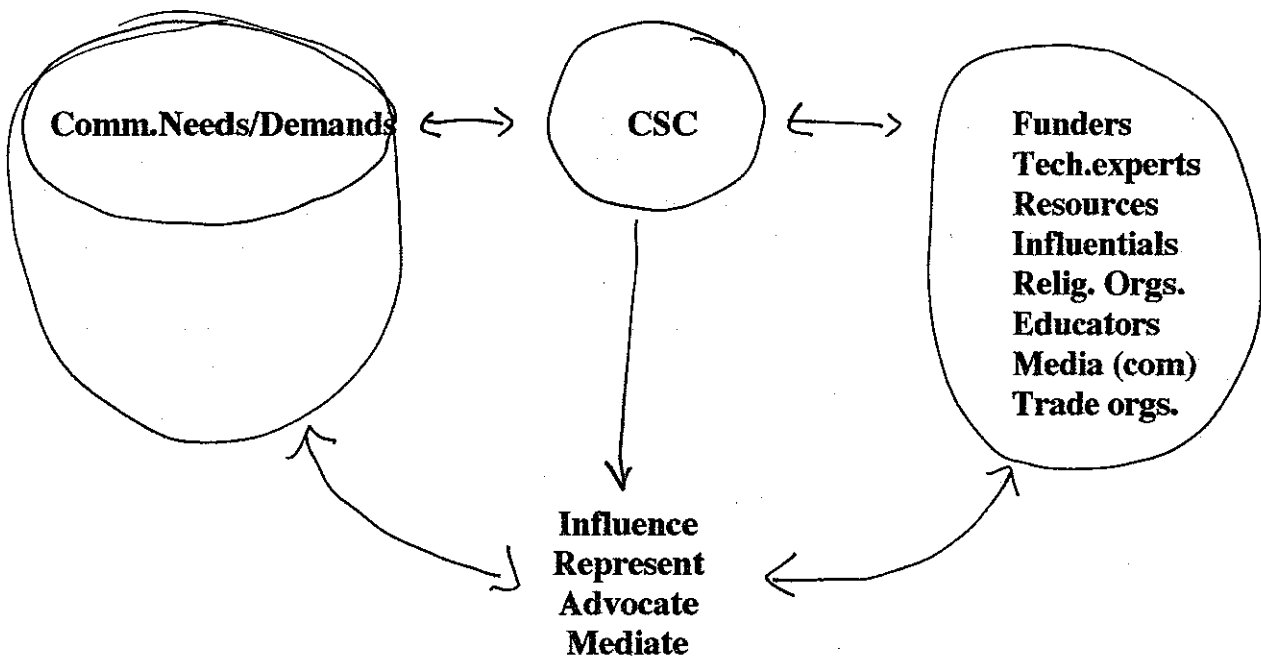
**Create demand by”**

- **translations**
- **materials for sight/hearing impaired**
- **sponsorship of physical delivery of materials to all**
- **DHL sending material for free**
- **sponsorship of travel**

**DESIGN TEAM: SUPPORT**

**1. Schema for "Support" Mechanisms**

✓ **Group**  
Network  
Organization



**ACTION STEPS -SUPPORT**

**A. Compile a list of diverse organizations (not necessarily communications organizations) that agree to disseminate the message. Such organizations could be:**

- **Financial**
- **Religious**
- **Feminist**
- **Racial/ethnic/regional**
- **Environmental**
- **Trade unions**
- **Etc.**

**B. Expand the CSC "group" to include receptive (or potentially receptive organizations and individuals who can contribute to this work, e.g., communications associations, community workers)**

**C. Create a facility/mechanism that will make all relevant information available and accessible to all the existing and potential stakeholders, such as a journal, newsletter, website, etc.**

**NB: There is a strong feeling that the CSC should, in the future, identify itself and its relation to the Rockefeller Foundation, and clarify its mission and/or agenda. This may be done in terms of whether or not the CSC is an "initiative," "group," "network," or "organization."**

**ACTION STEPS: MEASURES**

- 1. Design Team to move preliminary paper to a rigorous next draft.**
- 2. Others to participate, if desire.**
- 3. Each Design Team member to test new concept/approach in her/his program.**
- 4. Design team to review and consolidate work/learning to date.**
- 5. Team members/others (RF) to get into networks.**