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# **Social Movements Workshop**



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**“There will be no equity without solidarity. There will be no justice without a social movement.”**

**Dr. Joia Mukherjee  
Chief Medical Officer, PIH**



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# Introductions

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**Diego Burga**

Coach  
National Leadership Team  
Cornell, Wayne State, Notre  
Dame, UConn Chapters



**Paula Hornstein**

Coach  
National Leadership Team  
Northeastern University Chapter  
Boston YP Chapter

## Send in the chat

- Name
- Pronouns
- Chapter
- Position (TC, Fundraising, CB, Advocacy, Member)
- Your favorite breakfast!



- 
- What is a social movement?
  - Recent social movements
    - 1940s-Present
  - Discussion of the moment
  - Key takeaways



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# Social Movements Background



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## What is a social movement?

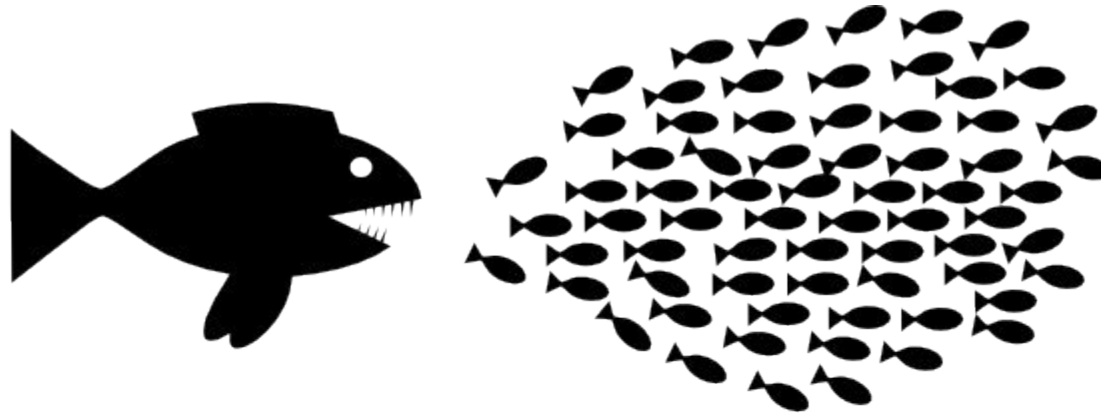
- A **social movement** is a group of diffusely organized people or organizations *striving toward a common goal relating to human society or social change.*
- **Social movements** are a type of group action characterized by large informal groupings of individuals or organizations that focus on specific political or social issues. In other words, they carry out, resist or undo a social change.
  - They usually work *outside of the system* as opposed to within it



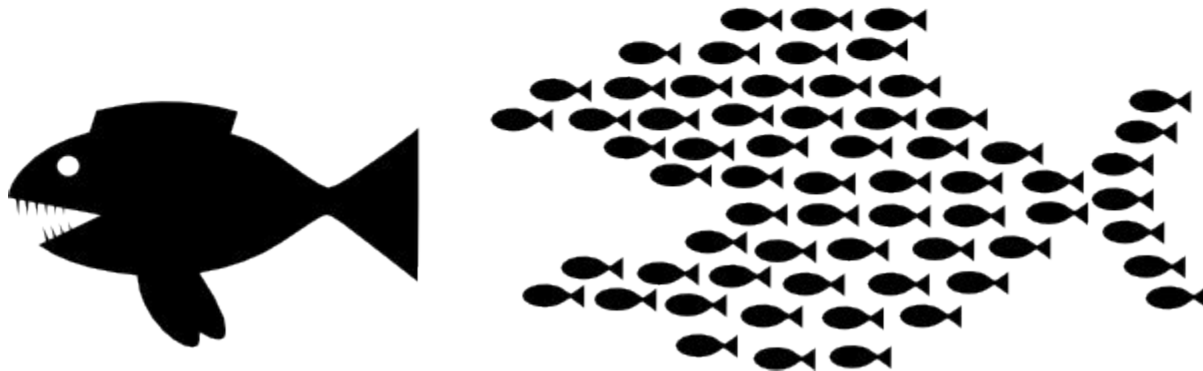
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***ORGANIZE!***





- Based on two main questions
  - 1) *Who is the movement attempting to change?*
  - 2) *How much change is being advocated?*
- Four types of movements (per Cultural Anthropologist Aberle)
  1. Alternative: individual level, advocate for minor change
  2. Redemptive: individual level, advocate for radical change
  3. Reformative: societal level, advocate for minor change
  4. Revolutionary: societal level, advocate for radical change

- Other ways to categorize social movements

Scope (reform or radical?)

Targets (group- or individual-focused?)

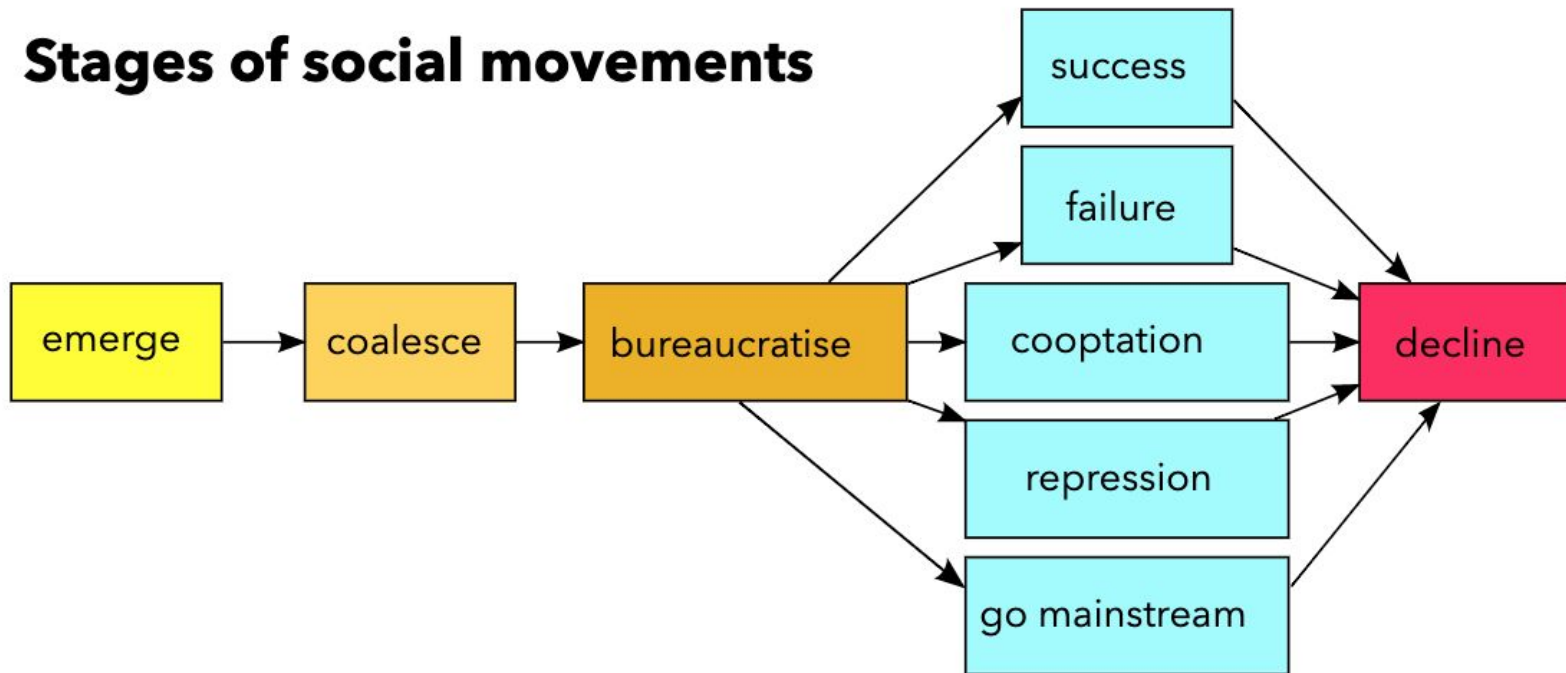
Type of change (innovative or conservative?)

Range (local or global?)

Methods (disruptive or conventional?)

\*Adapted from [LumenLearning](#)

## Stages of social movements



Adapted from Blumer (1969), Mauss (1975), and Tilly (1978)

**Stages of Social Movements:** This graph depicts the various stages a social movement can undergo in the course of its development.



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# Recent Social Movements



# Movements Outline

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- Southern Civil Rights Movements
- Women's Liberation Movement
- South African Apartheid Abolishment
- ACT UP
- #MeToo
- Black Lives Matter movement

\*Disclaimer: These are only a few of MANY impactful social movements around the world.



- Late 1940s - Late 1960s
- A continuous movement that arose from systemic racial discrimination towards Black Americans and other people of color (“separate but equal”)
  - Jim Crow laws in the South separated whites from Blacks and other people of color + legalized voter suppression tactics
  - Racially motivated violence against Black Americans
  - North: discrimination in the workplace, housing, education etc.
- **Tactics included**
  - Sit-ins, peaceful protests and demonstrations
  - Bus boycotts
  - Marches in the country’s capital
  - Advocated for pro-integration, equal rights legislation
- **Goal:** equal rights under U.S. law

**1948:** President Truman issues Executive Order 9981 to end segregation in the Armed Services

**1954:** Brown v. Board of Education decision *legally* ends racial segregation in schools

**1955:** Rosa Parks refuses to give up her seat to a white man and prompts the Montgomery Bus Boycott

**1957:** President Eisenhower sends federal troops to escort nine Black students to Little Rock High School

**1960:** The Greensboro Sit-In sparks similar “sit-ins” throughout the city and in other states.

**1961:** The Freedom Rides across the South take place and are met with horrific violence from white protestors drawing international attention

**1963:** The March on Washington for Jobs and Freedom. Martin Luther King gives his “I Have A Dream” speech.

**1964:** President Johnson “signs the Civil Rights Act of 1964 into law, preventing employment discrimination due to race, color, sex, religion or national origin.”

**1965:** Bloody Sunday: In the Selma to Montgomery March, around 600 civil rights marchers walk to protest Black voter suppression. Local police block and brutally attack them.

# Southern Civil Rights Movement

**1965:** President Johnson signs the Voting Rights Act of 1965 to prevent voter suppression

**1968:** Civil Rights Act of 1968 signed into law by President Johnson for equal housing practice



# Women's Liberation

- 1960's through 1980's
- Opposing institutional sexism
  - At work, in the home, in marriage, in healthcare, etc.
- Sought equality for women + rights for all people
- Methods:
  - Consciousness raising
  - Peaceful protests
  - Unity between organizations
  - Advocacy for reform

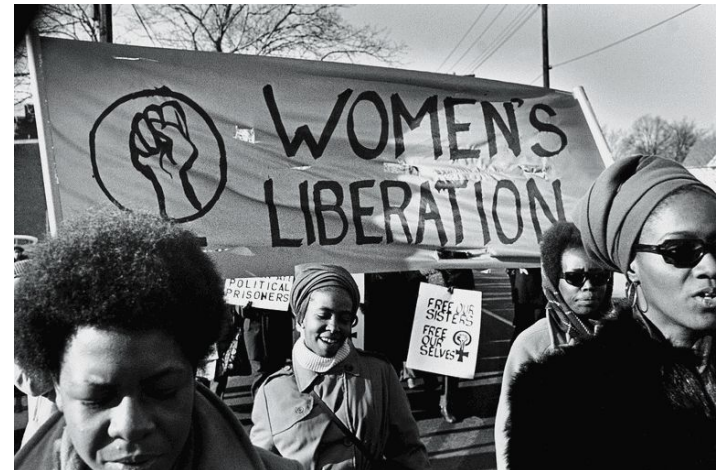


Image from Wikipedia



- Created global awareness for sexism and patriarchy
- Provided foundation for women's studies & studies of sex, gender, diversity
- ERA passed in 1972
- Title IX passed in 1972
- During the 1970s, the number of working women increased by 42 percent
- Criticized for being too leftist, while still not being entirely inclusive
  - “The Angry Feminist”



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# South African Apartheid

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**Apartheid:** an institutionalized system of racial segregation enacted by white-ruled South African Afrikaner Nationalist Party in the country from 1948 until its abolishment in the 90s.

\*Black South Africans had been protesting racist segregation policies before Apartheid was institutionalized in 1948.

Designed to benefit whites (the minority) at the expense of disadvantaging Blacks (the majority).

## **What did Apartheid entail?**

Outlawed legal and non-violent protests by non-whites

Racially segregated neighborhoods, public bathrooms, benches, etc

Identification passbooks for Blacks only when in white areas

Prohibited interracial marriages



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# South African Apartheid





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# South African Apartheid

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African National Congress (**ANC**) and the Pan Africanist Congress (**PAC**) were outlawed, and Nelson Mandela, among other leaders, were imprisoned.

- 1952: **ANC** started Defiance Campaign in where South Africans were called to break apartheid laws; however, this did not present the threat to the apartheid regime that the ANC hoped it would.
- **PAC** was created from ANC and had less conventional, more violent tactics.

**1960s:** Anti-apartheid protesters were met with tear gas and bullets that captured the world's attention.

**1980s:** International community imposes sanctions leading to losses in revenue, security, and international reputation.

**1990:** After his 27 years of imprisonment, Nelson Mandela was released. Apartheid policies began to be repealed by President de Klerk.

**1994:** New constitution abolishing Apartheid enacted and enfranchised non-whites. Mandela becomes South Africa's first Black president.

Economic disparities and racial segregation between Blacks and whites still exist today in South Africa



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Thus far, what are the factors you've learned that make social movements effective?

- 1981: 270+ gay men were diagnosed with severe immune deficiency
- 1982: As it became recognized internationally, the disease was named AIDS (acquired immune deficiency syndrome)
- Further stigmatized gay men, especially gay men of color
- **ACT UP** was founded in 1987 by Larry Kramer
  - AIDS Coalition to Unleash Power
  - ACT UP is “an international, grassroots political group working to end the AIDS pandemic.”
  - Debuted at the Second National March on Washington for Lesbian and Gay Rights

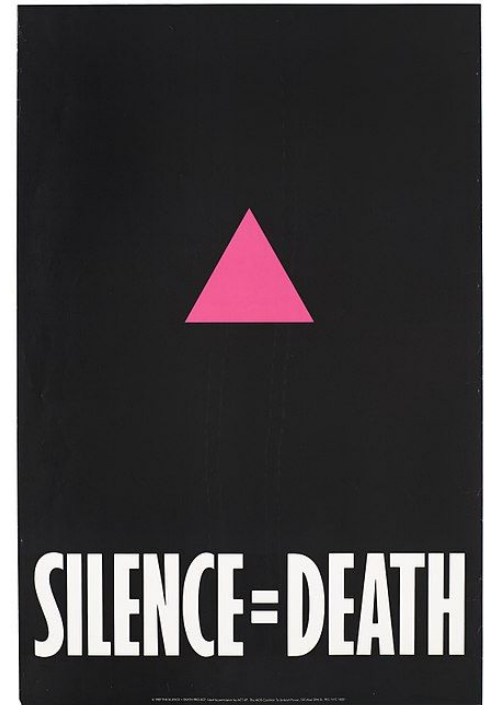


Image from Wikipedia

- Methods
  - Demonstrations such as die-ins and political funerals
  - Disruptive protests (ex. Wall Street, USPS office, FDA)
  - Bird-dogging
  - “Inside Out Strategy”
- Tackled healthcare access & LGBTQ civil rights issues
- 140+ chapters worldwide
- Resulted in FDA reform to test larger samples over a shorter time
- Expansion of AIDS & comorbidity research
- Set the precedent for people bearing the disease burden to have a say in research



Image from NPR



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**ACT UP**





- 2006 - ongoing
- Founded by Tarana Burke in 2006
- Movement against sexual harassment and sexual assault conducted and perpetrated by powerful men
- Gained attention after accusations against Harvey Weinstein, #MeToo hashtag on Twitter in 2017



Photo from Variety

- 
- Methods
    - Awareness and empathy garnering
      - Media coverage, such as social media
    - Celebrity influence
    - Advocacy for reform
  - Inspired global protests globally
    - Across at least 27 countries
  - Me Too Bill (HR 4396) introduced to Congress in 2017
    - Not passed
  - Implemented curriculum in K-12 education
  - Allowed for greater respect and trust for survivors speaking up
  - Not considered to be entirely inclusive
    - Often centers white, cisgender voices

# Black Lives Matter

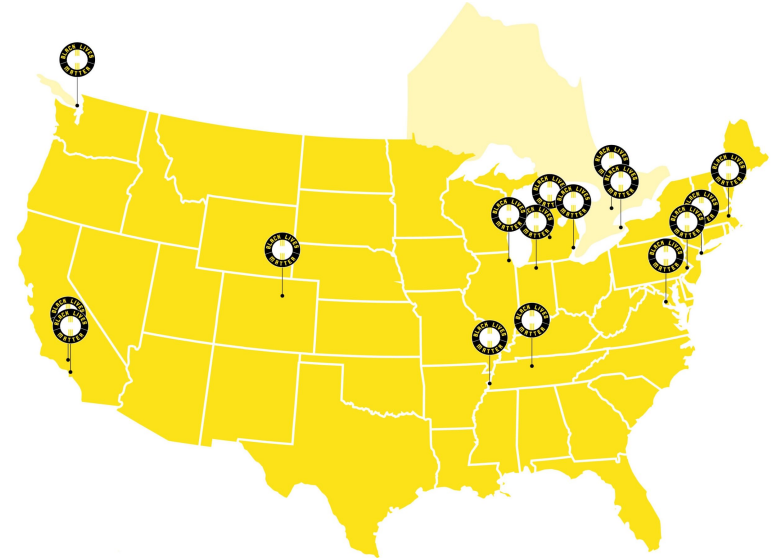
- Began as #BlackLivesMatter in 2013 by Alicia Garza, Patrisse Cullors, and Opal Tometi
- A movement created in response to the state-sanctioned murders of Black Americans at the hands of an anti-Black system
  - Specifically, the acquittal of Trayvon Martin's murderer
- Movement gained popularity in 2014 after Eric Garner and Michael Brown were both murdered by police officers and justice was not served
  - Weeks-long protests and riots in St. Louis and Ferguson
  - National headlines as protestors were teargassed, beaten, pepper-sprayed by police
- Sept 2014: Organized a Black Life Matters Ride to Ferguson
  - 500+ activists, goal was to support & make it a national movement



Credit: blacklivesmatter.com

# Black Lives Matter

- According to the BLM founders, Ferguson was “a clear point of reference for what was happening to Black communities everywhere”
  - After the Black Life Matters Ride, they developed BLM chapters across the nation
- Created the Black Lives Matter Global Network shortly after
- Methods
  - Call-to-action public events
  - Protests and demonstrations
  - Influence/Awareness on ousting anti-Black politicians
  - Negotiations with influencing/changing policies, specifically involving the police and anti-Black policies



Credit: [blacklivesmatter.com](http://blacklivesmatter.com)

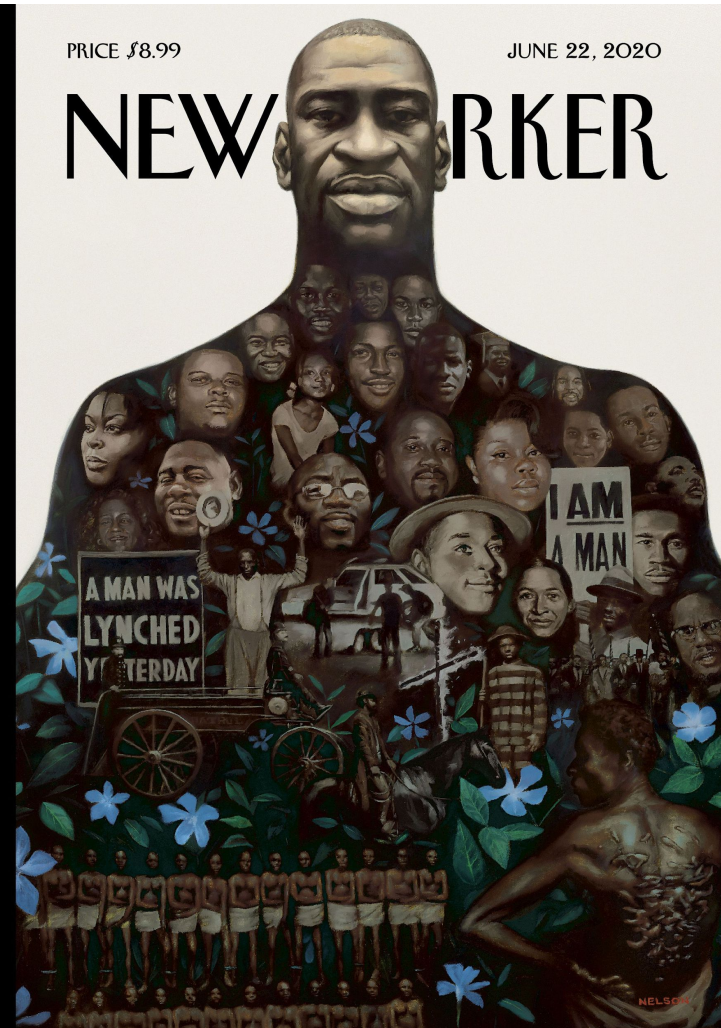
- **2020 BLM protests** began after a video surfaced in late May of George Floyd's unlawful arrest which led to his death
  - May be the **largest** movement in U.S. history
  - Sparked global BLM protests to condemn racism & demand justice
- **Methods:** demonstrations, social media tactics, educational materials, proposals for defunding police depts and reimagining community safety
- **Achievements**
  - Arrest and charge of all of Floyd's murderers
  - Minneapolis disbands its city police department
  - One of Breonna Taylor's murderers fired
  - NYC Mayor pledged to reallocate funding from NYPD
  - Ban of chokeholds in D.C., Texas, Nevada, and California
  - White supremacist statues toppled in the U.S. and globally

\*Several proposals by BLM organizers have yet to be addressed by the U.S. gov't.



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# Black Lives Matter



Credit: New Yorker, AP Photo, BBC News



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Per the last 3 movements, what are some factors that influence the outcomes of a movement?



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# The Current Crisis



## Movements in the Time of COVID

- What challenges do we see?
- What opportunities do we see?





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# Breakout Groups

- 
- Living in the current moment, what have you realized about people coming together to mobilize?
    - Reactions, realizations, etc.
  - What common threads do you see among many social movements?
  - What do you believe to be the main actions or strategies that lead to a movement that results in change?
  - What challenges do you foresee in creating social movements, in the US and globally?
  - What actions can PIHE take in the upcoming year? How can you use your chapters and networks to contribute?



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# The current opportunity

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**We have a chance to change the course of this history.**

We've done it before:

- Delivering high quality healthcare to some of the most marginalized people in the world
- Linking that care to the generation of new knowledge and research
- Using that research to drive advocacy for new funding and new policies that serve the poor



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# The current opportunity

We need to bring the movement for global health equity back to the streets



Health is a fundamental human right – and we need to demand that it be recognized

## Learn more about social movements

“[Social Movements](#)” by LumenLearning

“[Social Movements](#)” by University of Michigan

“[Social Movement](#)” by Encyclopædia Britannica

“[Leading Change: Leadership, Organization, and Social Movements](#)” by Marshall Ganz

“[What Successful Social Movements Have In Common](#)” by Greg Satell

“[Playlist: The power of protests](#)” by TED Talks

Visit [pih.org/engage/resources](https://pih.org/engage/resources) for more Engage-specific resources.

## **U.S. Civil Rights Movement**

“[Timeline](#)” by History.com

“[Key Leaders & Events](#)” by History.com

“[Emergence of the Civil Rights Movement](#)” by LumenLearning

“[The Civil Rights Act of 1964: A Long Struggle for Freedom](#)” by U.S. Library of Congress

“[Civil Rights Movement](#)” by PBS

“[Crash Course: Civil Rights and the 1950s \[Video\]](#)” by CrashCourse

“[What are the 50 Best Films About the Civil Rights Movement?](#)” by HuffPost

## **Women’s Liberation Movement**

“[Women’s Rights Movement](#)” by Encyclopædia Britannica

“[The Second Feminist Wave](#)” by Martha Lear, New York Times

“[The Waves of Feminism, And Why People Keep Fighting Over Them](#)” by Vox

“[The Fight for Women’s Rights \[VIDEO\]](#)” by NBC News

“[9 Great Documentaries About Women Activists](#)” by PBS

“[The History of the ERA](#)” by TIME Magazine

## **South African Apartheid Abolishment**

“[Apartheid](#)” by History.com

“[Photos of the Black and White Years](#)” by FlashBak

“[End of Apartheid](#)” by U.S. Dept. of State

“[Apartheid in South Africa \[Audio/Videos\]](#)” by BBC

“[Apartheid Explained \[Video\]](#)” by AJ+

“[End of Apartheid in South Africa? Not in Economic Terms](#)” by the New York Times

## **ACT UP**

“[Accomplishments](#)” by ACT UP New York

“[ACT UP](#)” by Transformational Change Leadership

“[ACT UP & Larry Kramer’s Legacy \[Podcast\]](#)” by Outwards: Slate’s LGBTQ Podast

“[United In Anger: A History of ACT UP \[Film\]](#)”

“[The Activists](#)” by the New York Times

“[How to Demand a Medical Breakthrough: Lessons from the AIDS Fight](#)” by NPR



## **#MeToo Movement**

- “[History & Inception](#)” by metoomvmt.org
- “[What’s the difference between the #MeToo and Times Up Movements?](#)” by TIME
- “[The #MeToo Moment](#)” by the New York Times
- “[7 Positive Changes That Have Come From The #MeToo Movement](#)” by Vox
- “[#MeToo: How It’s Changing the World \[Video\]](#)” by The Economist
- “[Me Too founder Tarana Burke: Movement is not over](#)” by BBC News
- “[Tarana Burke: Me Too Is A Movement, Not A Moment \[Video\]](#)” by Ted Talks

## **Black Lives Matter Movement**

- “[BLM Herstory](#)” by BlackLivesMatter.com
- “[BLM Chapters](#)” by BlackLivesMatter.com
- “[The Matter of Black Lives \(2016\)](#)” by the New Yorker
- “[#BlackLivesMatter: A Look Into The Movement’s History \[Video\]](#)” by NBC News
- “[Michael Brown’s Shooting and Its Immediate Aftermath In Ferguson](#)” by the NYT
- “[What Happened In Ferguson?](#)” by the New York Times
- “[The Butterfly Effects of Ferguson](#)” by NPR

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## **Black Lives Matter Movement (2020)**

“[George Floyd Protests: A Timeline](#)” by the New York Times

“[Breonna Taylor’s Death: What To Know](#)” by the New York Times

“[A Weekend of Pain and Protests \[Podcast\]](#)” by the New York Times

“[A Black Lives Matter Co-Founder Explains Why This Time Is Different](#)” by New Yorker

“[Black Lives Matter May Be The Largest Movement in US History](#)” by the New York Times

“[BLM’s #WhatMatters2020 Goals and Focus](#)” by BlackLivesMatter.com

“[A Decade of Watching Black People Die \[Podcast\]](#)” by NPR’s CodeSwitch

“[This List of Books, Films, and Podcasts About Racism Is A Start, Not a Panacea](#)” by NPR

“[How Public Opinion Has Moved on Black Lives Matter](#)” by The Upshot/NYT

“[Black Lives Matter Protests Around the World \[Video\]](#)” by Great Big Story

“[Protests Aren’t What They Look Like On TV \[Video\]](#)” by Vox

“[BLM: 16 Big Changes Since George Floyd Protests](#)” by Business Insider

“[Live Updates: Protests for Racial Justice](#)” by NPR



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# Thank You!

Hope you enjoy the rest of the TI!