# Social Movements:

## Theory and Practice

**Sadie Shireman**

# Introductions

Please share your name, pronouns, chapter, position, and favorite book!!

# Agenda

Introductions

What Makes a Social Movement

Examining Social Movements

Recent Social Movements

PIHE as a Social Movement

PIHE and COVID19

Breakout Rooms and Discussion

# What Makes a Social Movement?

**Partners In Health**
ENGAGE

- 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

**Partners In Health ENGAGE**

**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)
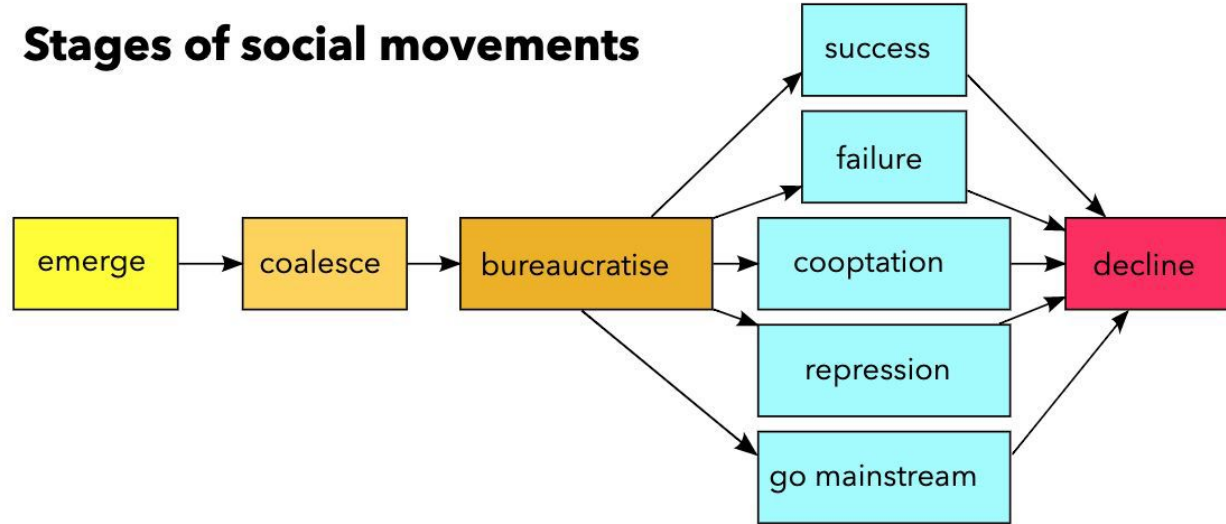1. <u>Alternative</u>: individual level, advocate for minor change
2. <u>Redemptive</u>: individual level, advocate for radical change
3. <u>Reformative</u>: societal level, advocate for minor change
4. <u>Revolutionary</u>: societal level, advocate for radical change

*Adapted from LumenLearning

**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?)

## Stages of social movements



emerge → coalesce → bureaucratise → success / failure / cooptation / repression / go mainstream → decline

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.

*Adapted from LumenLearning

1. Who is part of the movement?
2. What is the goal?
3. Who (or what) is the movement trying to change?
4. How is the movement structured?
5. How radical is the change?
6. How can this change be accomplished? (ie tactics/methods)
7. Where is this change to occur?
8. Timing (when it is, what stage of the movement, capacity)
9. What resources does a movement have or how does a movement accumulate power?
10. What is the social narrative of a movement?

# Historic Social Movements

Southern Civil Rights Movement

Women's Liberation Movement

South African Apartheid Abolishment

Late 1940s- Late 1960s

Time Period

Goal

equal rights under U.S. law

Tactics

Atmosphere

1. Sit-ins, peaceful protests and demonstrations
2. Bus boycotts
3. Marches in the country's capital
4. Advocated for pro-integration, equal rights legislation

- 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.

# Southern
# Civil Rights Movement

| Time Period | Goal |
|---|---|

1960's-1980's

Sought equality for women + rights for all people

| Tactics | Atmosphere |
|---|---|

1. Consciousness raising
2. Peaceful protests
3. Unity between organizations
4. Advocacy for reform

Opposing institutional sexism

- At work, in the home, in marriage, in healthcare, etc.
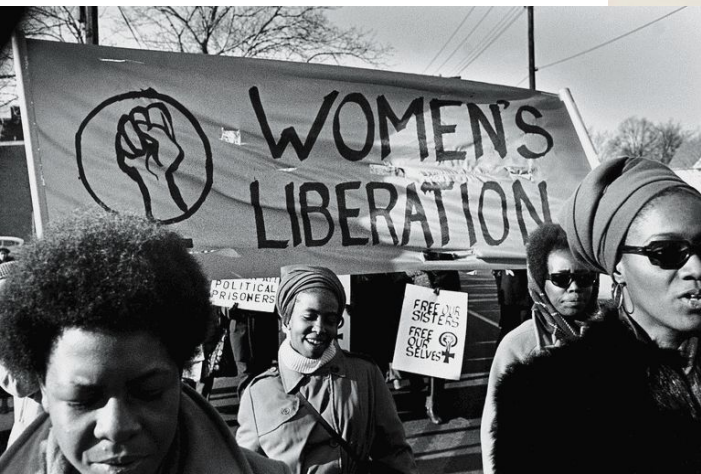
# Women's Liberation Movement

Image from Wikipedia


Image from JSTOR Daily


Image from lithub

1948- 1990s

Time Period

Goal

End Apartheid

Tactics

Atmosphere

1. Protests
2. Strikes
3. Boycotts
4. Divestment
5. Raising international awareness

- Apartheid: an institutionalized system of racial segregation enacted by white-ruled South African Afrikaner Nationalist Party in the country from 1948 until it's abolishment in the 90s.
  - Black South Africans had been protesting racist segregation policies before
  - 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
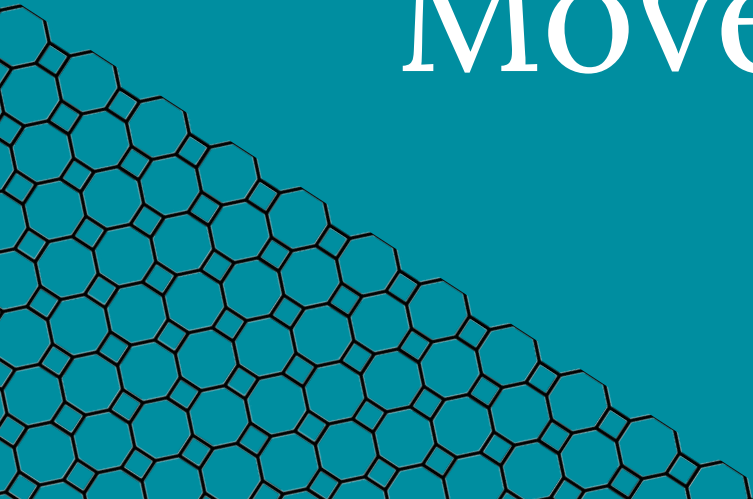
# South African Apartheid

Credit: Flashbak

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

# Recent Social Movements

ACT UP

Black Lives Matter

#MeToo

Stop AAPI Hate

**1987**

Time Period

Goal

"an international, grassroots political group working to end the AIDS pandemic."

Tactics

Atmosphere

1. Demonstrations such as die-ins and political funerals
2. Disruptive protests (ex. Wall Street, USPS office, FDA)
3. Bird-dogging
4. "Inside Out Strategy"

- 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

SAVE OUR KIDS FROM AIDS TOO

WHAT ABOUT AIDS

WHAT ABOUT AIDS

DEATH STOP THE

ACT UP
HILADELPHIA

**2006**

**Time Period**

**Goal**

Movement against sexual harassment and sexual assault conducted and perpetrated by powerful men

**Tactics**

**Atmosphere**

1. Awareness and empathy garnering
2. Media coverage, such as social media
3. Celebrity influence
4. Advocacy for reform

- Founded by Tarana Burke in 2006
- Gained attention after accusations against Harvey Weinstein
- #MeToo hashtag on Twitter in 2017

# #MeToo

Photo from Variety


Image from usa today


ME TOO

Image from mental health partners

Began in 2013 (media 2020)

Time Period

Goal

- A movement created in response to the state-sanctioned murders of Black Americans at the hands of an anti-Black system

Tactics

Atmosphere

- 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
- Defunding the police
- Social media

- 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

# Black Lives Matter

PRICE $8.99

NEW YORKER

JUNE 22, 2020

# GEORGE FLOYD

SILENCE IS VIOLENCE

A MAN WAS LYNCHED YESTERDAY

I AM A MAN

SANDRA BLAND    GEORGE FLOYD
BREONNA TAYLOR    ERIC GARNER
ARNOLD ARBERY    TAMIR RICE
TRAYVON MARTIN    OSCAR GRANT
PHILANDO CASTILE    WALTER SCOTT
SAMUEL DUBOSE    TERRENCE CRUTCHER

#BLACKLIVESMATTER
#BLACKLIVESMATTER

## 2020

| | |
|---|---|
| Time Period | Goal |

Track and address racial violence against Asian Americans and Pacific Islanders

| | |
|---|---|
| Tactics | Atmosphere |

- Track and publish incidents of hate
- Social media
- Influence communities and policies
- Educate schools/organizations

- Formed in the wake of COVID-19 as racial violence against AAPI increased
- Previously held stereotypes about AAPI were fueled by politicians using the idea of "The Chinese Virus"
- There have been 6,603 reported hate incidents between March of 2020 and March of 2021

# Stop AAPI-Hate

Images via reuters, usnews, texastribune, and bbc

Per the last 4 movements, what are some factors that influence the outcomes of a movement?

# PIHE and the COVID Crisis

1. What is the goal of PIHE?
2. Who is part of this movement?
3. How is PIHE structured?
4. Where is this change occurring?
5. How radical is the change?
6. What tactics do we use?
7. What resources do we have?
8. What is our social narrative?

1. What challenges do we see?
2. What opportunities do we see?

# Breakout Rooms

**Partners In Health**
ENGAGE

- 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?

**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

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

Resources on examples

Civil Rights: "Timeline", "Key Leaders & Events"

SA Apartheid: "End of Apartheid", "A History of Apartheid in SA" "Apartheid in SA", "The Anti-Aparteid Struggle in South Africa"

#MeToo: "Wither #MeToo? The Chilling effect of Cosby reversal feared"

BLM: "BLM Herstory", "BLM Why This Time It's Different", "Largest Movement, US"

Stop AAPI Hate: "National Report"

Visit pih.org/engage for more Engage-specific resources.