Session 5
Social Movement and Social Change

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Agenda

1. Sociological Perspectives on Social Change
2. Social Movement
   – Mental Health
   – Child Care
3. New Social Movement
Sociological Perspectives on Social Change

• **Evolutionary**: social change move society in a direction, mostly from simple to a more complex state

• **Functionalist**: Social change contribute to society’s stability

• **Conflict**: Social change is necessary for mitigating social injustices

• **Feminist**: Social change is necessary for gender equality

• **Interactionist**: Social change occurs through social interactions

(Schaefer & Haaland, 2014)
Social Movement

• **Social movement**: “an organized collective activity to bring about or resist fundamental change in an existing group or society”

• “Even when they are unsuccessful, social movement contribute to the **formation of public opinion**”

• “Increasingly, social movements are taking on an international dimension from the start.”

(Schaefer & Haaland, 2014, p.349-350)
Open Minds, Healthy Minds

• From November 2011 to 2014, Ontario’s Comprehensive Mental Health and Addictions Strategy aim to support children and youth

• This initiative involves the collaboration among Ministry of Education, Children and Youth Services, Health and Long-Term Care, and Training, Colleges, and Universities
  – Training educators on early identification
  – Hire new workers (i.e. Mental Health Workers, Mental Health and Addictions Nurses, Mental Health Leaders) through schools and community agencies
  – Enhance mental health resources in schools

(Ontario Ministry of Education, 2011)
Rights: Mental Health and Wellbeing

1. The right to grow in a culture of respect, where individuals’ emotions are treated with dignity
2. The right to seek and obtain support from school and community to deal with mental health concerns
3. The right to be accepted despite differences in gender, sexual orientation, race, religion, body image (and more)
4. The right to have equitable and timely access to mental health services
5. The right to achieve success in an environment where accommodations are available
6. The right to be protected from harm, bullying, or harassment

(The Ontario Student Trustees’ Association, 2016)
WHO: World Health Organization

- WHO was established in 1948 and defined health as “a state of complete physical, mental, and social wellbeing, and not merely the absence of diseases”
- “It is related to the promotion of well-being, the prevention of mental disorders, and the treatment and rehabilitation of people affected by mental disorders.”

(World Health Organization, 2016)
Realizing the Promise of Diversity

- **Ontario’s Equity and Inclusive Education Strategy** was developed in 2009 to provide a vision for an education system that respect diversity and eliminate “discriminatory biases, systematic barriers, and power dynamics”

- This strategy “promotes fundamental human rights as described in the Ontario Human Rights Code and Canadian Charter of Rights and Freedoms”

- The Ministry document entitled *Equity and Inclusive Education in Ontario Schools: Guidelines for Policy Development and Implementation* (2013) provide guidelines for policy development

(Ontario Ministry of Education, 2013)
Salamanca Statement (1994)

• United Nations Educational, Scientific, and Cultural Organization (UNESCO) held a world conference on inclusive education, which led to the creation of the *Salamanca Statement and Framework for Action on Special Needs Education*.

• This document emphasized that educational systems should be designed according to children’s needs and interests.

• Inclusive designs recognizes that all students have varying abilities and needs.

(Ontario Human Rights Commission, 2016)
Fueling Social Movements

• **Relative deprivation approach**: conscious feeling of a negative discrepancy between legitimate expectations and present actualities.
  
  (Schaefer & Haaland, 2014, p.350)

• **Why Are Wages for Toronto’s Early Childhood Educators So Low?**
  
  – “Daycare costs may be skyrocketing, but workers are not cashing in”

  (Sahagian, 2016)
Wage Enhancement for ECEs: 2017

• **Provincial Wage Enhancement (PWE) Program:** The 2014 Ontario Budget planned to invest $269 million over the next 3 years to support a wage enhancement in the child care sector.
  - Decrease wage gap between RECE working in FDK and licensed child care centers
  - Support child care centers in staff retention
  - Reduce poverty by supporting income and employment security.

• **Eligible staff**
  - Worked for licensed child care centers in 2017
  - Provide care for children aged 0-12

(Toronto Children’s Services, 2017)
Wage Enhancement for ECEs: January 22, 2016

• “Following a similar wage increase in 2015, this year the Ministry of Education is providing another increase to Early Childhood Educators and other child care program staff in the licensed child care sector.”

• “Ontario is providing a $1 per hour wage increase for eligible child care workers who qualify in the licensed child care sector, bringing the total wage increase up to $2 per hour, plus benefits”

• “The province is also providing an additional $10 per day increase to home child care providers who qualify, bringing the total increase up to $20 per day. Both increases are effective January 2016”

(Ontario Ministry of Education, 2016a)
Licensed Child Care Spaces:
September 23, 2016

• In the next 5 years, Ontario aim to create 100,000 new licensed child care spaces so families in Toronto can have access to quality, affordable care.

• Approximately 20% of 0-4 year olds are in licensed child care.

(Ontario Ministry of Education, 2016b)
Community Hubs

• Maximizing the use of public property for community benefit.

• Schools are natural “community hubs”

  (Government of Ontario, 2016)
Fueling Social Movements

• **Resource mobilization approach:** when a social movement utilizes money, political influence, access to the media, and personnel”

  (Schaefer & Haaland, 2014, p.350)

• Shakira is a Good Will Ambassador for UNICEF on early childhood development since October 24, 2003.

  (UNICEF, 2012)
New Social Movement

- **New social movement**: “organized collective activities that address values and social identities”
- Social movement that do not have social class roots
  (Schaefer & Haaland, 2014, p.351)

- **Environmental movement**
  - Climate change
  - *Waste-Free Ontario Act*
    - Producers are responsible for wastes
    - Promoting public awareness on waste management
    - Minimize the need for waste disposal
    - Increase market for recovered materials

(Ontario Ministry of Environment and Climate Change, 2015b)
Climate Change

- **Climate change**: “any significant change in long-term weather patterns” (p.4)
- “Ontario has set a long term goal of reducing greenhouse gas emissions by 80% below 1990 levels by 2050” (p.9)
- “Ontario uses a baseline for its targets, which is common in the international community and aligns with the United Nations Framework Convention on Climate Change” (p.10)

(Ministry of Environment and Climate Change, 2015a)
Environment Justice

• **Environmental justice**: “a legal strategy based on claims that ethnic minorities are subjected disproportionately to environmental hazards”
  
  (Schaefer & Haaland, 2014)

• Environmental justice look at how environmental problems are linked to social inequality

• Energy concerns translate into impacts on housing and transportation, and these impacts have a different weight on various sectors. For example, higher heating prices can mean that lower income families will lose their homes. Lower income households are more likely to drive older and less energy efficient cars.

  (Teelucksingh & Poland, 2011)
Environmental Behavioral Change

- Financial incentives and public information campaigns were unsuccessful in sustaining energy conservation initiatives.
- When behaviors are financially motivated, behavioral change is extrinsic. Those behaviors will weaken when financial incentives are removed.
- **Theory of planned behavior**: behavioral intentions are created by:
  - Attitude: an individual’s opinion
  - Social norms: belief and behaviors within a community
  - Perceived control: a person’s belief in the amount of control they have on their own behavior

(Mildenberger, Stokes, Savan, Kolenda, & Dolderman, 2013)
Environmental Behavioral Change

• **Self-determination theory**: “the most reliable change occurs when a behavior is motivated by the enjoyment of behavior itself or valued rather than conditioned on the presence of some external incentive or prompt”

• Residential coordinators received training to become change agents (i.e. information, communication tips, signs); creating a community for reducing energy use.

• Collecting pledges from community members to reduce their energy use in residence.

(Mildenberger et al., 2013)
Technology’s Impact on Social Change

How does technology impact social change?
References


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