

The Map for Social Transformation

An exciting way to engage members of your community — including training groups, staff-in-training, community groups and planners, or students in schools — is to use Transforming Communities' Map for Social Transformation. The Map consists of two parts:

Side One: From the Current Reality to a New Reality

Side One of the Map for Social Transformation shows a pie-shaped illustration of the “Current Reality for Women” and some of the institutions that support and maintain gender prejudice and gender violence. Within each pie section or institution, there are a few examples of policies and behaviors that contribute to violence against women and girls. The “New Reality for Women” is also illustrated with the same institutions and pie sections and is filled in with a few examples of how the institutions could function in a world that is safe for women and girls. You may decide to use the model provided, or you might decide to create your own.

If your group wants to change the reality pies to fit its community, the following steps can be used:

Draw the “current reality” pie on a large sheet of paper and fill in part of each pie piece with the name of an institution and a few examples, leaving room for the CAT members to fill in the specifics of their community.

Draw the arrows and the “new reality” pie with institutions labeled but with the interior details left blank.

Facilitate a brainstorm with the group as follows:

First, finish the current reality pie. Second, imagine what the new reality would look like and fill in the specific changes that need to happen in order to have safety and justice for women and girls. Finally, brainstorm some of the collective and individual actions that we can take to achieve the new reality and write these on the arrows between the pies.

You can think of each pie piece as an action field for a CAT or for a specific campaign. This exercise helps break down the problem into more manageable action areas and allows the group to focus on specific goals. After the group decides which part of the pie they want to transform first, you are ready to work on your strategic plan.

Side Two: Strategic Planning Tool

The reverse side of the Map for Social Transformation is a tool for individuals and groups to chart a strategic plan for bringing about the changes identified in the previous exercise. Two copies of the Map for Social Transformation--Strategic Plan are included: one filled in with examples and the other left blank. The detailed version provides an example of how the Map can be used to identify problems, processes, and outcomes. This “cheat sheet” can also help CAT facilitators give specific

examples when you facilitate this planning process in your community. The blank Map is a tool

members of your community can use to create their own strategic plan. Make copies of the blank Map to use with CAT members as you plan your own campaign. The process entails several steps, as shown below

Steps for Completing Strategic Planning Tool:

1. State briefly the problem area you want to address.
2. Define your overall campaign goal.
3. Under the column for Objectives, for the moment, think of the major strategies and milestones that you will employ to achieve your goal. Don't worry (yet) about phrasing them as specific, measurable objectives.
4. Under Resources, identify what you will need for this campaign — e.g., staffing, “champions” in your community, in-kind donations, funding, space, etc.
5. Under Allies and Opposition, note the individuals and groups that are most likely to support you, and those most likely to oppose — that is, those who have something to gain by your success, and those with something to lose.
6. Under Actions, list the tactics and specific activities you expect to use — be creative! A good action is one that addresses your goal directly (and those individuals with the power to enact the change you seek), uses your community members well, and is energizing.
7. Under Outcomes / Evaluation, for the moment, just note down a few “signs of success” that you anticipate — either milestones of the campaign, or other ways you could gather information to know whether your campaign is working or not.

Instructions adapted from *Community Mobilization for Domestic Violence Prevention*.
© 1998, Marin Abused Women's Services.

Map for Social Transformation — Example

Problem / Action Area: Teens want to do something to reduce violence, including relationship violence, but they don't have opportunities.

Overall Campaign Goal: To increase institutional support for teen activism on violence, including relationship violence, to facilitate teen involvement.

Objectives:

- Get the principal at the high school to adopt and implement an "A for Activism" policy that gives teens school credit for community service activism.
- Make sure the high school partners with our teen program to provide opportunities for students in the "A for Activism" program.
- Form an "A for Activism" coalition of several community-based organizations.
- Produce an "A for Activism" Report Card -- to influence parent groups, teachers, students, and local media.

Obtaining Resources:

- Meeting space at the Teen Center.
- Our teen educator can spend 1/4 time on this, and core group of six volunteers.
- Associate or Executive Director needed for meetings with the School Board.
- Need about \$2000 for Report Card printing and distribution.

Allies and Opposition:

- Allies: Sheryl and Ben at the High School, Youth At Work, Teen Center, Victor at the Press Guardian, Maura in the Education Office. Don't know yet where teachers stand.
- Opposition: Terrence in the Education Office, Elinor at the PTA.

Actions:

- Form coalition.
- Hold public celebration to kick off campaign — give awards to teen activists.
- Research for the Report Card — opportunities for youth, incidence of violence, etc.
- Involve the youth in defining the actions at the high school — maybe something like youth holding a public meeting with the administration to ask for the policy.

Outcomes / Evaluation:

- Number of organizations that join coalition.
- Number of youth and adults that get involved.
- Press coverage — favorable or not.
- Adoption / implementation of policy.