

# SOCIAL CHANGE MODEL



# Texas Women's Foundation

There is a Shift in:	When Your Activities Succeed in:
<b>Definition</b>	Reframing an issue or situation
<b>Behavior</b>	Changing individual, institutional or community conduct
<b>Engagement</b>	Involving more people, from awareness through action
<b>Policy</b>	Changing public or institutional policies and practices
<b>Maintaining Gains</b>	Ensuring that past “wins” for women and girls are protected

# SOCIAL CHANGE EXAMPLES



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Shift	Micro	Macro
<b>Definition</b>	Educate local police officers about the dynamics of violence in the home	Educate a society about the dynamics of violence in the home
<b>Behavior</b>	Provide GED classes with childcare to local teen mothers	Provide GED classes with childcare for all parents at public colleges
<b>Engagement</b>	Conduct a meeting to alert neighbors about new criminal activity	Conduct a national media campaign for a new hotline to report human trafficking
<b>Policy</b>	Advocate for flexible work schedules with a local employer	Advocate to secure federal tax benefits for employers offering flex-schedules
<b>Maintaining Gains</b>	Protect a women's soccer team from budget cuts at the local university	Protect women's sports programs from cuts in the federal budget