



Advocacy in change resistant environments

ECD, Sydney, AU
September 21, 2018



World Health
Organization



Commission on
Social Determinants of Health

Closing the gap in a generation

Health equity through action on
the social determinants of health



**“Social Injustice
is killing on a
grand scale.
Health inequity
really is a matter
of life or death”**

Margaret Chan,
Director-General,
WHO



www.heckmanequation.org

[Home](#) [The Heckman Equation](#) [About Professor Heckman](#) [Resources](#) [Contact Us](#)

13% ROI for Birth-to-Five Programs

New research shows high-quality, birth-to-five early childhood education provides a higher rate of return than preschool alone.

[Learn More](#)

Fadeout is a Myth

Short-term measurements of cognitive skills don't tell the real story of long-term life and career success. Skills developed through quality early childhood education last for a lifetime.

[Learn More](#)

Early Learning Boosts Adult Health

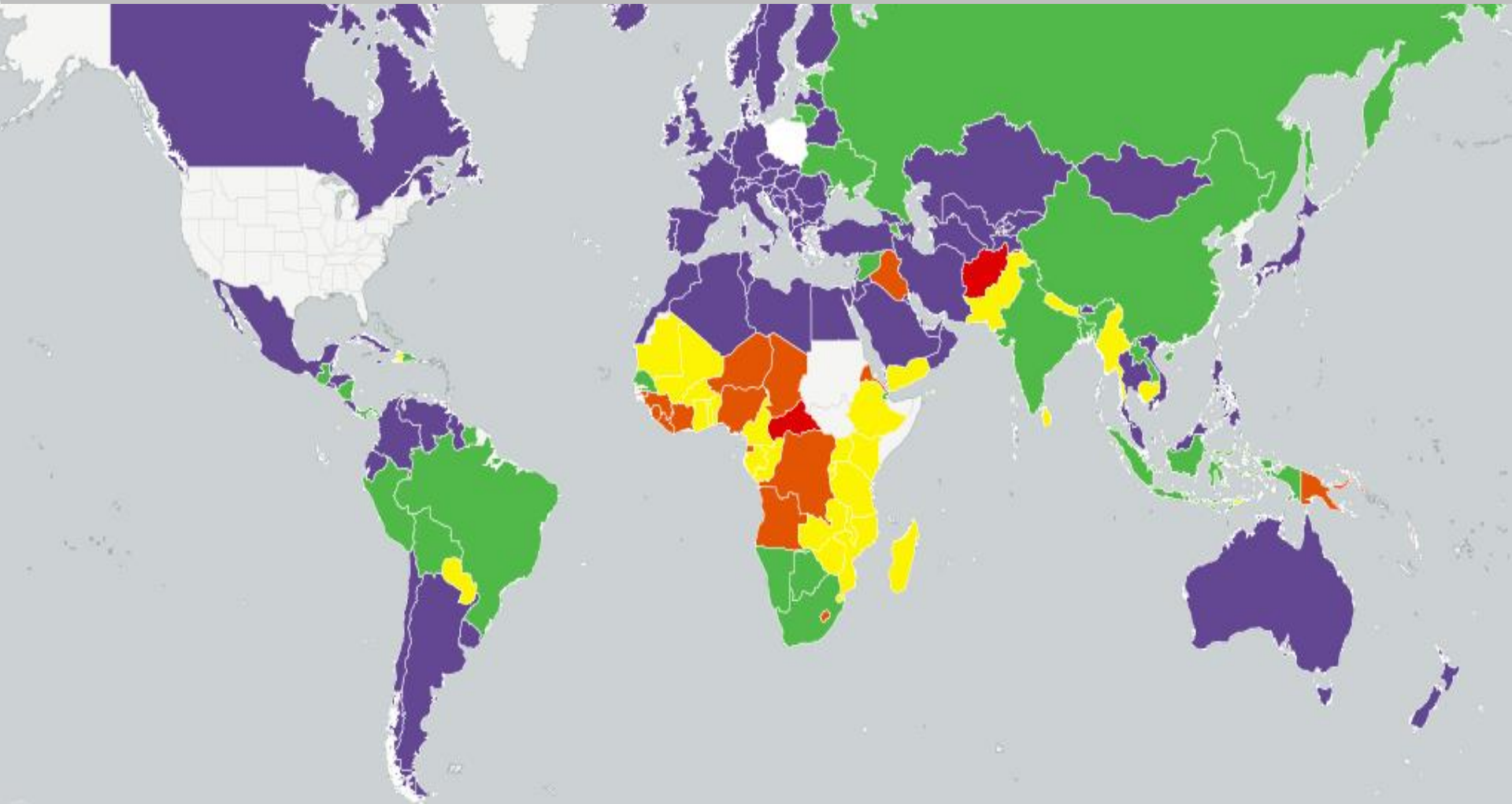
High-quality early childhood development programs can reduce chronic disease and health care costs.

[Learn More](#)

KidsRights Index (2018):

Canada: 52nd in the world; Child Rights Environment (gov't budgets and legislation): 138th in the world

Australia: 21 in the world: Child Rights Environment: 101-126 in the world





Moral Courage (Rushworth Kidder, 2006)

CNN



Fitzgerald Inquiry's call answered by police whistleblower Col Dillon

By **STEPHEN FITZPATRICK**
INDIGENOUS AFFAIRS EDITOR
Follow [@svfitzpatrick](#)

12:00AM JUNE 18, 2016

COMMENTS




Colin Dillon gave evidence to the Fitzgerald Inquiry in 1987.

Code of Silence: How One Honest Police Officer Took on Australia's Most Corrupt Police Force, by Colin Dillon (Allen & Unwin, 304pp, \$29.99)

MORAL COURAGE TV

Stories to help you face your fears.

 Subscribe and
add your voice!

 Watch: I Am Moral Courage



MoralCourageChannel

15,877 subscribers

SUBSCRIBE

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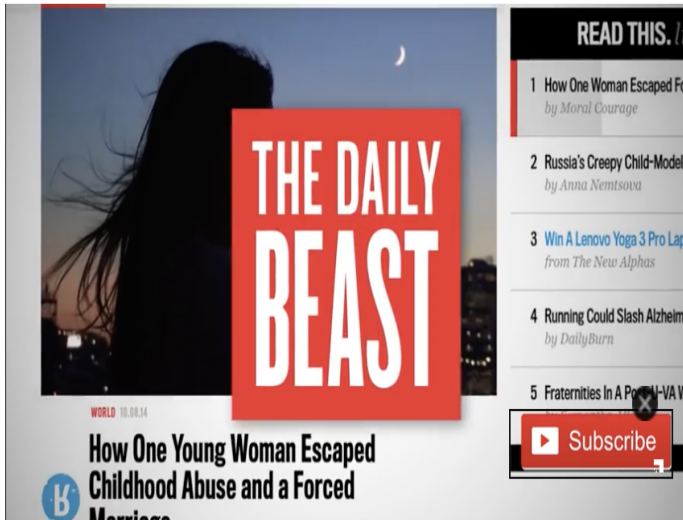
VIDEOS

PLAYLISTS

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CHANNELS

ABOUT



Welcome to Moral Courage TV!

6,806 views • 3 years ago

SUBSCRIBE TO MORAL COURAGE TV: <http://goo.gl/jHnM5>

Watch I AM MORAL COURAGE: <http://bit.ly/1CbMjzf>

Watch JUST 1 QUESTION: <http://bit.ly/14ECzCq>

Watch IRSHAD'S VLOG: <http://bit.ly/1PA9I3k>

From Executive Producer Irshad Manji, Moral Courage TV tells

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FEATURED CHANNELS

 Irshad Manji


SUBSCRIBE

 Upworthy

SUBSCRIBE

 Shugs Fats

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 Omnia Hegazy

What to watch next [PLAY ALL](#)

Touchstones Process of Reconciliation

Relating

Working respectfully together to design, implement, and monitor the new child welfare system

Restoring

Doing what we can to redress the harm and making changes to ensure it does not happen again



Truth Telling

Telling the story of child welfare as it has affected Indigenous children, youth, and families

Acknowledging

past, seeing one another with new understanding, and recognizing the need to move forward on a new path

Mosquito advocacy



Involuntary-voluntary advocacy

1.Document the problem

2. Evidence based solutions

3.Ensure gov't/org. has resources

4. Gov't does not implement change

5.Mosquito Advocacy

Mosquito Advocacy

BITE a peaceful binding action nested in public education – I am a witness campaign

Be persistent

SWARM using multiple strategies

Come from all directions

TARGETED
Evidence based first domino solution and peaceful values

INFECTIOUS MESSAGE
Don't think of an elephant - Lakoff

BUILD A SWARM
Engage the public in the solution

BUZZ: Facebook, twitter, media, events, story tellers
"Mario Coumo" More than words can say"

Blackstock, In press

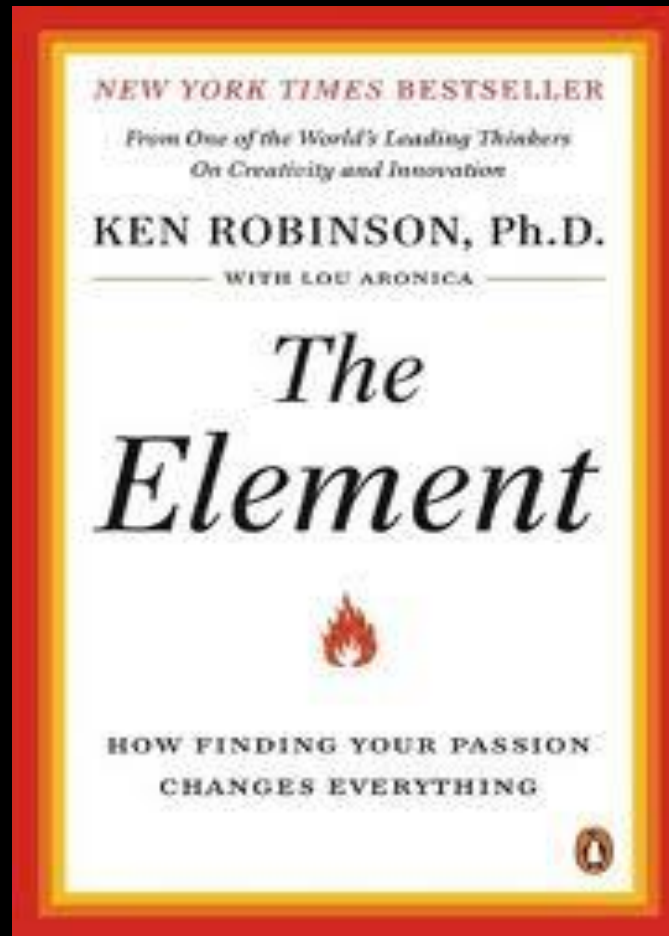
McLibel, John Vidal (2005)



Dave Morris (Postal worker) and Helen Steel (Gardener)
versus McDonald's Corporation , UK

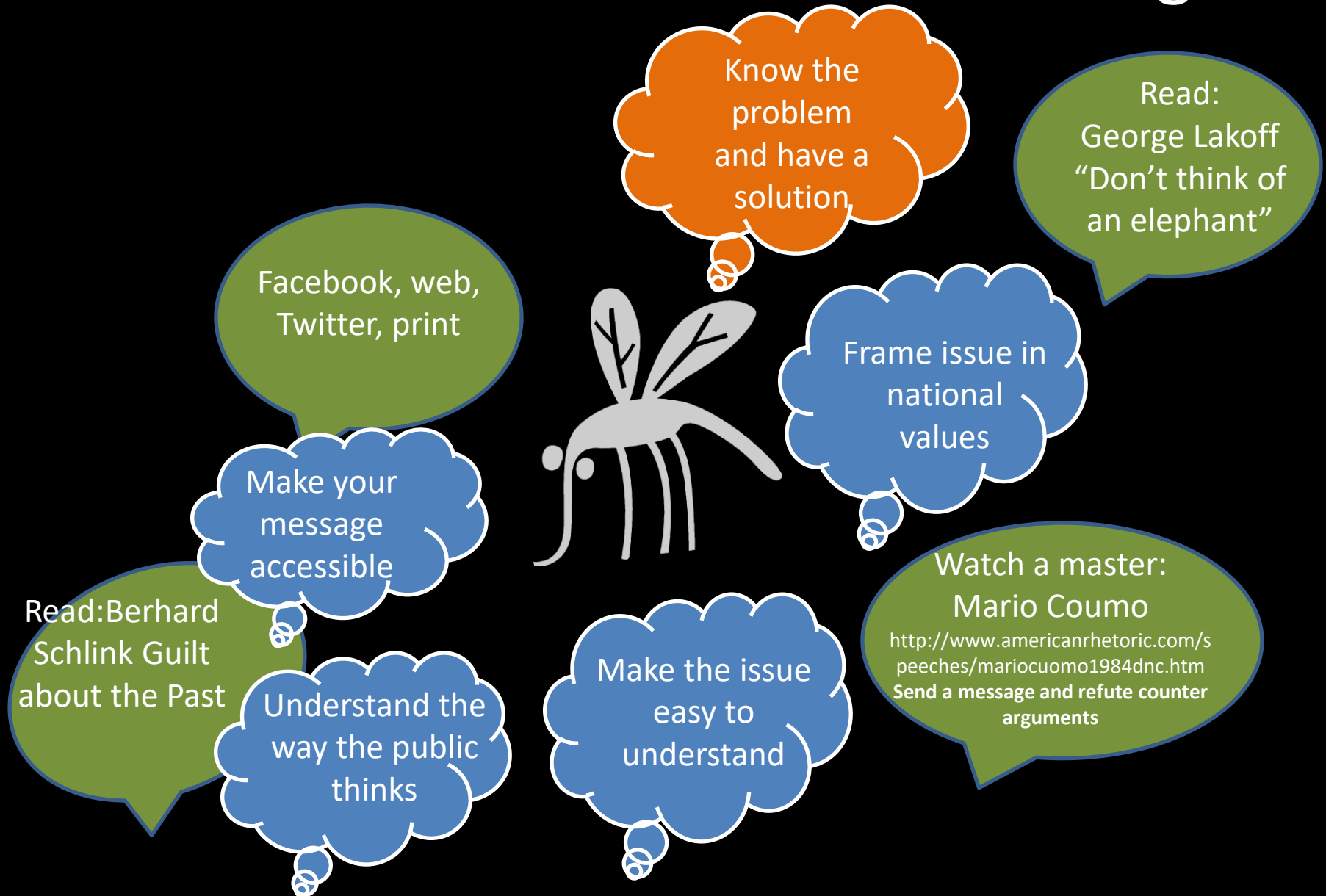
Personal: Public Policy

- Begins with knowing what YOU have to contribute (and what your limits are) and encouraging others to give the best of what they can to the cause!
- Policy advocacy can leverage almost any talent: (i.e.: music, art, construction, research, public speaking, etc.)



What is your Element and how can it be applied to social justice?

Create the buzz: Infectious message



NEW YORK TIMES BESTSELLER

"one of the most influential political thinkers
of the progressive movement"

Howard Dean

don't think of an elephant!

KNOW YOUR VALUES AND FRAME THE DEBATE

GEORGE LAKOFF

FOREWORD BY HOWARD DEAN INTRODUCTION BY DON HAZEN

THE ESSENTIAL GUIDE FOR PROGRESSIVES



Discover. Experiment. Engage.



INTRODUCING

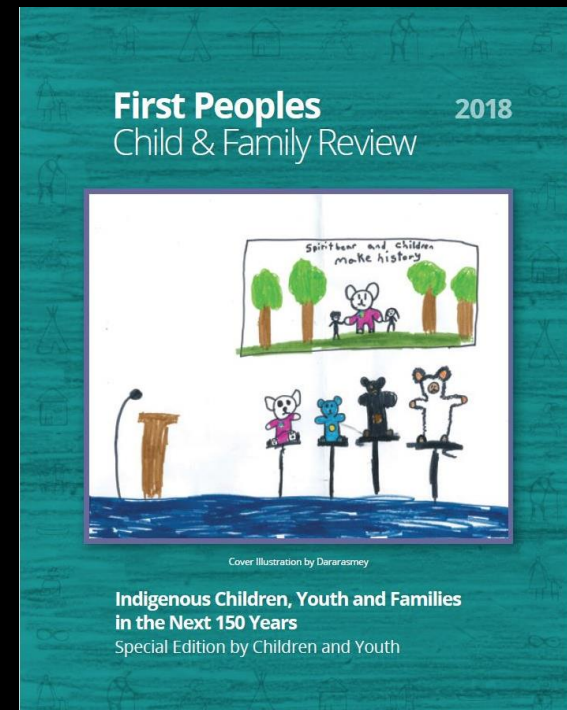
FrameWorks Academy

A Digital Platform for Master Framing Courses

frameworksinstitute.org

First Peoples Child and Family Review: the Children's Edition

- All submissions produced by children and youth
- Peer reviewed by a child and youth editorial board
- Publication process done by children.
- Read the edition:
<http://journals.sfu.ca/fpcfr/index.php/FPCFR/index>



MARCH FOR OUR LIVES

Take the Next Step

START A CLUB

Register. Educate. Vote.

REGISTER TO VOTE

JOIN THE CONVERSATION

The swarm: Come with friends!

Create easy to use public relations materials and get friends to share with their swarm!

Create a way for the public to help that is free and takes under 2 minutes

See:
7 ways to make a difference at fncaringociety.com

Go to gatherings where you don't know anyone and share the message!



Get unexpected allies to sign on publically to your campaign

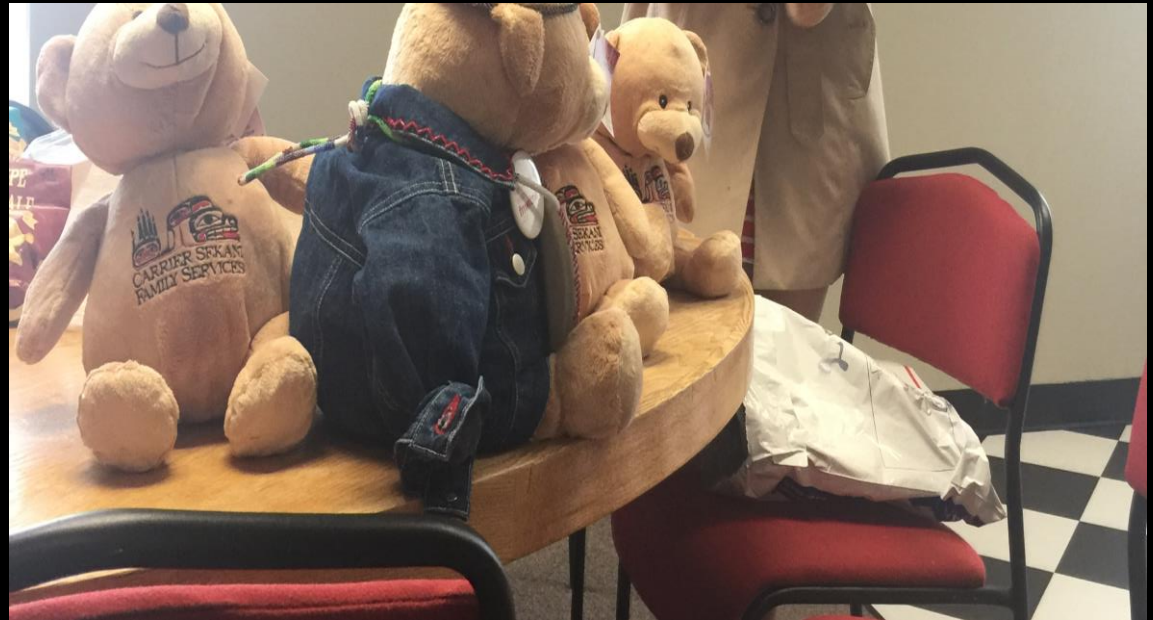
Encourage allies to publicize issue and solution in their publications

See:
[Manyhandsone dream.ca](http://Manyhandsone.dream.ca)



Have a Heart Day

www.fncaringsociety.com/have-a-heart



Am"bear"rister Program: Kids learning about Reconciliation

To host an Am"bear"rister contact info@fncaringsociety.com

The Bite

Keep community
informed and
engaged

Evaluate what the
impacts are of
waiting or taking
non-voluntary action

Think of
outcomes and
sustaining
movement

Prepare for
retaliation and
resistance

Know what you
are prepared to
risk and what
they are
prepared to risk

Research
peaceful non-
voluntary
alternatives

Be clear about what
you want to achieve
and be reasonable

Managing Backfire

- Cover-up
- Devaluation of the target
- Reinterpretation of what happened
- The use of official procedures to give an appearance of justice
- Intimidation and bribery

• Gray and Martin, 2006

FRONT LINE DEFENDERS

PROTECT ONE EMPOWER A THOUSAND

323 Defenders-at-Risk Active Cases 

7 FREE WAYS TO MAKE A DIFFERENCE

First Nations Child and Family Caring
Society of Canada
www.fncaringsociety.com
@Caringsociety



Jordan's Principle



Cindy Blackstock, PhD: First Nations Child and Family Caring Society and McGill University