

The Social Change Indicators Matrix¹

| Indicator of Social Change Impact | Definition of Shift | Typical Strategies/Activities Linked to the Shift | Scale of Influence / Resources Required (time and money) |
|---|--|--|--|
| <p>Shifts in Definitions</p> <p>The issue is defined differently in the community or larger society.</p> | <p>An issue or idea is given new meaning. The community or society sees the issue differently as a result of your work (i.e. rape is understood as an act of violence with legal and civil consequences...not a sexual transgression).</p> | <p>Research, documentation of actual experiences, articulating concepts through writing and/or presentations.</p> | <p>Potential to be large and profound – locally and globally.</p> <p>Sometimes small resources can spark a change. Combining shift #1 and #3 can be effective for accomplishing “buy-in” of new definitions. One-time funding of research/dialogue can sometimes result in new definitions.</p> |
| <p>Shifts in Behaviors</p> <p>People are behaving differently in the community or larger society.</p> | <p>An individual (and/or the community) does things differently and for the better, usually building a sense of personal empowerment. People individually act differently and/or the community acts differently (i.e. women seek appropriate health care for themselves/family, and community is providing more).</p> | <p>Immediate support for individuals and families in need and/or for organizations serving immediate needs (e.g. clinics, health services, health education, tutoring, training and building of skills).</p> | <p>Usually smaller-scale, changing people one-by-one. Many one-by-one efforts can result in large numbers in a community being served.</p> <p>Resources depend on the numbers of those in need. A small-scale project can often help many and model a better way. But eventually behavioral change becomes more valuable when it catches-on on a large scale. Multiyear funding is usually required.</p> |
| <p>Shifts in Engagement</p> <p>People in the community or larger society are more engaged.</p> | <p>More people are engaged in an idea of action as a result of your work. Ideally, enough people get involved that they are noticed, voices are heard, i.e. a critical mass of “tipping point” is reached (e.g. individuals from groups and/or groups coalesce for regional impact and numbers of people and organizations make a difference).</p> | <p>Community-based organizing and public education (including media education); media campaigns; networking; supporting a group to find collective strength or identity, etc.</p> | <p>Potential to be large and profound, especially when “critical mass” is defined more explicitly to match the vision or goal.</p> <p>Usually requires large financial resources and multiple years of attention to assist organizing efforts, institutional coalitions or development of intermediaries and networks, often including media strategies.</p> |
| <p>Shifts in Policies</p> <p>An institutional, organizational or legislative policy or practice has changed.</p> | <p>Organizational, local, regional, state, national or international policy or practice has changed to better serve social change ideals (e.g. specific laws change and/or institutional systems change or practices change).</p> | <p>Public policy reform, education and interaction with policy and system-level decision-makers.</p> | <p>Potential to be large-scale if change occurs at state or national policy levels; local systemic change (schools, courts, etc) can also be important.</p> <p>Usually requires multiple years of investments and a variety of approaches.</p> |
| <p>Current Position Maintained</p> <p>Past gains have been maintained.</p> | <p>Earlier progress on issues is maintained in the face of opposition (e.g. funding for breast cancer research is saved from budget cuts).</p> | <p>Strengthen organizations and leaders and their ability to withstand backlash and resistance to change.</p> | <p>Often the work is complex and requires the interactions of people from many levels, including community-based.</p> <p>Resources needed depend on the scale of the resistance effort.</p> |

¹ Source: Developed by Stephanie Clohesy of Clohesy Consulting, based on WFN’s *Making the Case* tool (used with permission).