

OUTCOMES

KNOWLEDGE ATTITUDES ACTION
DISCOURSE CAPACITY POLICIES

ARTS FOR CHANGE

<http://impact.animatingdemocracy.org>

BEHAVIOR

Social behavior (as opposed to individual), i.e. the manner of conducting oneself in relation to others in society. Examples of social behaviors can be positive such as: trust, relationship building, tolerance, collaboration, helping, conservation; or negative such as aggression or violence, unprotected sex, illicit drug use.

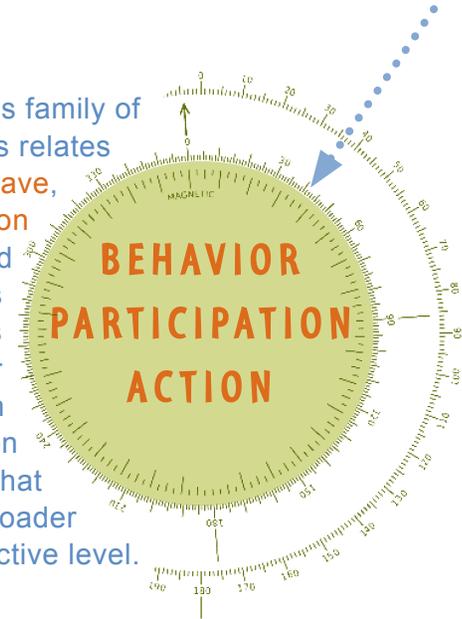
INDICATORS MEASURE reduction, increase, or change in certain behavior against benchmarks or accepted social norms, rules, or customs, behavior patterns, or new norms of behavior.

PARTICIPATION

Engaging, or being involved in civic life and concerns such as volunteering, joining a civic committee or nonprofit board, attending public forums, planning a public event, participating in an arts-based engagement project. Desirable changes may include: increased degree of participation, greater diversity in who participates, better quality participation, duration of participation.

INDICATORS MEASURE who participates, number of participants, nature or quality of participation, actions taken, amount of time engaged.

This family of outcomes relates to how people **behave, participate, and take action** in their communities and society. Particular efforts may strive to get individuals to take responsibility for change in their own behavior and action or for change that occurs at a broader group or collective level.



ACTION

Intentional action that serves a civic or social purpose or good but is not necessarily cause- or issue-oriented. Examples of such actions include: providing access (e.g. through transportation, child care, a welcoming invitation); making a donation; offering space for community meetings.

INDICATORS MEASURE who takes action, number of people taking action, actual actions taken, character of action (e.g. initiating, improved, sustained, effectiveness of actions).

ACTIVISM/ADVOCACY

Intentional action to bring about civic or social change often in support of or opposition to an issue or cause, such as: organizing, writing letters to newspapers or politicians, political campaigning, voting, boycotts or patronizing preferred businesses, rallies, blogging, protests, strikes. Desirable changes may include: increased degree of activism/advocacy activity, greater diversity in who engages in activism/advocacy, better quality strategies or approaches, strengthened partnerships or alliance, strengthened base of support.

INDICATORS MEASURE who is activating/advocating, number of people, nature or quality of activism/advocacy, actions taken, intensity of efforts (frequency, sustainability), effectiveness of the action or strategy.

Examples of outcomes, indicators, and data collection methods



EXAMPLES

OF OUTCOMES, INDICATORS, AND DATA COLLECTION METHODS LINKED WITH CREATIVE STRATEGIES FOR CHANGE

**BEHAVIOR
PARTICIPATION
ACTION**

HOW TO READ THE EXAMPLES

Broadly stated **OUTCOMES OF SOCIAL/CIVIC CHANGE** that artists and cultural organizers claim their creative strategies contribute to or achieve.

AN EXAMPLE OF A CREATIVE STRATEGY THAT MIGHT BE USED TO ACHIEVE THE OUTCOME

BEHAVIOR
PARTICIPATION
ACTION
ACTIVISM/
ADVOCACY

A more specific **OUTCOME**

An **INDICATOR** that might be observed as evidence of that outcome

DATA COLLECTION methods for selected indicators

TIPS for data collection methods.

1. INCREASED TOLERANCE AND RESPECT

BEHAVIOR

➔ **OUTCOME:** More respectful relationships are formed across boundaries of race.

PARTICIPATION

INDICATOR: Public meetings show signs of increased listening and openness to other points of view.

INDICATOR: Racial slurs diminish in workplaces.

INDICATOR: People are making new friends across typical dividing lines.

ACTION

DATA COLLECTION STRATEGIES

SURVEYS of employees three months after the theater group's work with businesses assess change in attitudes, frequency of slurs, and relationships in and outside the workplace.

TIP: An anonymous survey may elicit more honest answers on difficult subjects than interviews or focus groups.

**ACTIVISM/
ADVOCACY**

OBSERVATION At public meetings, observers take note of improved listening and respectful communication behaviors.

TIP: Observers need to know what to look for so they can provide specificity and consistency. Provide criteria for what "improved listening and respectful communication" would look like.

CREATIVE STRATEGY
A local theater group collaborates with a professional dialogue facilitator on a six-month project that engages residents in theater-based dialogue about persistent issues of race relations in the community.

2. REDUCED YOUTH VIOLENCE

CREATIVE STRATEGY
An out-of-school program employs mural artists to work with local teens on transforming unsafe neighborhood locations by putting up murals. Neighborhood Violence Watch committees help identify problem locations as sites for murals.

BEHAVIOR
PARTICIPATION
ACTION
ACTIVISM/ADVOCACY

▶ **OUTCOME:** Acts of violence among youth in neighborhoods decrease.

INDICATOR: Usage by young children of play areas where murals are painted increases.

INDICATOR: Police actions related to youth violence are reduced.

INDICATOR: Teens create a buddy system to walk children home from school.

DATA COLLECTION STRATEGIES

REVIEW EXISTING DATA like police records for change in numbers of youth-related calls in mural neighborhoods.

FOCUS GROUP with teen muralists three months after murals are completed.

OBSERVATION and documentation by Neighborhood Violence Watch volunteers of the number of youth playing in play areas after school and on weekends.

ALERT! Sometimes evidence of change is unexpected. A focus group with youth involved in the mural creation might reveal that teens have created a buddy system on their own to help young kids feel safer.

3. BROADER PUBLIC INVOLVEMENT IN AN ISSUE

CREATIVE STRATEGY
Environmental activists integrate artistic strategies to humanize the issue and its effects. Graphic designers and media artists work with oral historians to translate individual stories about how the environment has affected lives into PSAs, web communications, and business/community meeting presentations.

BEHAVIOR
PARTICIPATION
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ACTIVISM/ADVOCACY

▶ **OUTCOME:** The full community takes ownership of and acts on environmental issues affecting a poor segment of the community.

INDICATOR: Corporate community service programs designate environmental justice issues as a high priority for employee action.

INDICATOR: Membership in environmental action groups working on issues increases.

DATA COLLECTION STRATEGIES

SURVEY with corporate community service directors assess change in service program priorities, requests by employees for environmental service opportunities, and evidence of effect of arts-based communications.

REVIEW OF EXISTING DATA
Review membership records for any increase.

TIP: To understand correlation between art and change, questions on sign-up forms could ask what moved new members to join, including the creative campaign, and other factors.

4. MORE EFFECTIVE ADVOCACY MESSAGING

CREATIVE STRATEGY
A regional library system partners with local food producers and distributors to mount a month-long Big Read program around Barbara Kingsolver's book, *Animal, Vegetable, Miracle* including special events and discussion groups and distribution of information about local food resources and growing your own food.

BEHAVIOR
PARTICIPATION
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OUTCOME: The public acts on understanding of the impacts of consuming locally grown foods.

INDICATOR: Memberships to farm coops increase.

INDICATOR: Demand for local farm products increases.

INDICATOR: Social networks form on home gardening.

DATA COLLECTION STRATEGIES

SURVEY local farmers re. change in demand for their food from public (farm stands, farmers markets); grocery stores; restaurants during and in the two months following the Big Read.

ALERT! Listen for additional or unanticipated evidence, e.g. informal conversations with farm coop staff reveal that a social media group related to home gardening has formed to share tips, materials, and even land.

TIP The time period to collect evidence of change is a crucial factor in correlating the effect of the creative strategy on change in behavior.

ALERT! It can be a challenge to attribute such large-scale change to one program, but survey questions might seek to glean any connection between the Big Read and food orders.

5. PEOPLE AFFECTED BY AN ISSUE SUSTAIN THEIR COMMITMENT TO ACTION ON THE ISSUE

CREATIVE STRATEGY
Musicians compose and perform songs based on the personal stories of new activists to educate, honor, and motivate continued involvement at action committee meetings.

BEHAVIOR
PARTICIPATION
ACTION
ACTIVISM/ADVOCACY

OUTCOME: Community participants stay involved in an environmental justice advocacy organization's efforts after a campaign victory.

INDICATOR: Number of people who sign up for action committees increases.

INDICATOR: Duration of involvement increases.

DATA COLLECTION STRATEGIES

REVIEW AND COMPARE EXISTING DATA and compare sustained participation rates between groups that have musicians and groups that don't.

FOCUS GROUPS with action committee members capture what motivates commitment to stay involved, including value of song.