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.

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.
1. Increased Tolerance and Respect

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

**Behavior:**

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

**Participation:**

**Indicators:**

- Racial slurs diminish in workplaces.
- People are making new friends across typical dividing lines.

**Data Collection Strategies:**

- **Observation:** At public meetings, observers take note of improved listening and respectful communication behaviors.
- **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.

**Tips:**

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


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

DATA COLLECTION STRATEGIES

OBSESSION 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

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.

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.

ALERT! 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

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

**BEHAVIOR**
- **INDICATOR:** Memberships to farm coops increase.
- **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.

**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.

**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

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

**BEHAVIOR**
- **INDICATOR:** Number of people who sign up for action committees increases.
- **DATA COLLECTION STRATEGIES**
  - **REVIEW AND COMPARE EXISTING DATA** and compare sustained participation rates between groups that have musicians and groups that don’t.

**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.

**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.

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