Coalitions, collective action and How Change Happens

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Two Cases of Collective Action

• The Sin Tax in the Philippines – passed in 2012

• Shujaaz in Kenya
The **Health** Argument & Allies

- Doctors
- Medical Students
- WHO

**The Numbers Tell the Story**

- 23% of Filipino adults smoke regularly (at least weekly). They consume about 12 cigarettes sticks a day, on average.

**Of all Filipino males:**

- 42% smoke regularly

**Of all Filipino females:**

- 4% smoke regularly

**Of all Filipinos aged 35 to 54:**

- 27% smoke regularly

**Among the poorest (Class E):**

- 27% smoke regularly

**The projected effect of the Sin Tax Bill on the smoking habits of Filipinos:**

- 17% will stop smoking immediately
- 31% will slowly stop smoking
- 29% will continue to buy the same brand and continue the habit
- 8% will switch to a cheaper brand
- 19% will lower their consumption
- 8% will continue to buy the same brand and continue the habit

Should the excise tax on tobacco products push through, half of regular smokers will possibly quit their vice.
The **Wealth** Argument & Allies

- Doctors
- Medical Students
- WHO
- Health Ministries
- Dept of Finance
- MPs
The **Equity Argument** & Allies

- Doctors
- Medical Students
- WHO
- Health Ministries
- MPs
- NGOs/Social Movements
Awareness Raising, Advocacy by experienced activists was key.
The Competition Argument & Allies of Convenience

- British American Tobacco vs Philipp Morris
- San Miguel & the beer lobby
- Investors

Classic ‘Baptist and Bootlegger’ coalition members
For more see here....

https://shujaaz-report.azurewebsites.net/
Shujaaz, since 2013, has developed a unique blend of research methodologies that help us generate nuanced insights that are the basis for everything Shujaaz achieves...
The consequence of this deep engagement is intrinsic pull motivation for internalized, lasting behaviour change, rather than the extrinsic push of traditional communications and behaviour-change campaigns.
...distributes over 10 million free comic books per year.

And broadcasts a weekly radio show on multiple nationwide channels in Kenya and Tanzania.

Engages over half a million fans via social media and SMS.

Jongo Love
first feature-length movie, filmed entirely on a cell phone.
Growing toward the critical mass.

Shujaaz is reaching nearly half of Kenyans aged 15 to 24, approximately 4.2 million people. Meanwhile, Shujaaz Tanzania is also growing fast since it first took root in 2015.
In just one year, Shujaaz users show a 17.7 percentage point increase in using condoms, a 14.1 percentage point increase in using a modern contraception.

Each Shujaaz persuasion campaign is set within our authentic media space...

...where fans engage with fictional characters and with each other, share ideas and provide support.

A scene from Jongo Love, a Shujaaz radio, TV and feature-film narrative that explores the theme of using contraception to protect one’s plans, dreams and future.
SELECTED EVIDENCE OF IMPACT IN KENYA

AN ESTABLISHED AND TRUSTED MEDIA PLATFORM

1. A FOUR-YEAR PANEL STUDY CONDUCTED BY RESEARCHERS FROM THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL SUGGESTED THAT...

2. EXPOSURE TO SHUJAAZ COMIC BOOKS AND JONGO LOVE RADIO SERIES

...FOR KENYAN GIRLS AGED 15 TO 19
In 2016, a nationally representative survey in Kenya by Research Plus Africa come to the same conclusion.

SHAJAAZ USERS ARE 2.4 TIMES LESS LIKELY TO BE PREGNANT.
Exposure to the Shujaaz digital media was associated with a KSH 2,392 (US$22.71) increase in monthly income.

Shujaaz users are 2.4 times less likely to be pregnant.

Shujaaz users are 4.0 times less likely to intend to smoke in the next 12 months.

20% more Shujaaz users and their families (compared with non-users of Shujaaz) were practicing proper planting routines after reaping Shujaaz stories on agriculture.

(Africa Soil Health Consortium study)
1. Knowledge & Learning Team

2. Provides the insights we need to craft effective persuasion strategies...

3. Creates the media content to deliver these strategies...

4. Ensures that it reaches the audience.

5. Engages fans in an online conversation about the content and generates data that the Knowledge and Learning team can use to evaluate our success and inform our next strategy.
ABOUT

THE FANS

Shujaaz’s inspiration and raison d’être.

- Fans change their expectations and their aspirations and set a new face in their communities.
- The fans are at the centre of every Shujaaz campaign.
- Fans sign up as Shujaaz distributors creating a network of 3,000+ youth-friendly pick-up points.
- Fans drive the conversation through millions of online social media engagements, forming, reforming communities, challenging and creating new norms.

Learn more →

THROUGH GROUNDTRUTH FANS SHARE THEIR WORLDVIEW, SHAPE THE STRATEGIES, THE CONTENT AND THE DIRECTION OF EVERYTHING ABOUT SHUJAAZ.
SHIFTS IN PERCEPTIONS ON AGRICULTURE AMONG FACEBOOK FANS

2015
56,353 FANS

WHAT IF IT DOES NOT PAY

I LIKE FARMING AND I THINK ABOUT FARMING EVERY DAY AND NIGHT BUT WHEN I WANT TO START, I GET AFRAID OF INCORRECTING LOVERS...

2016
206,629 FANS

WOW FIT, THANKS MY BRO, WE REALLY BENEFIT FROM YOUR POSTS. I SEE HOW I'M BECOMING RICH FROM YOUR IDEAS

2017
250,281 FANS

... I HAVE PEOLE TO TRY FARM CHAINS TO SUPPLEMENT THE MONEY I GET FROM MY JOB

DJ Boyie
@DJBoylie

Home
About
Instagram feed
Videos
Photos
Events
Governor Mamtets

#SHUJAAZ100

691K
Total Likes

692K
Total followers
Some General Findings from The Developmental Leadership Program

Coalitions are more likely to promote transformational change, when they:
- are formed in response to local events and critical junctures;
- are locally driven and owned;
- share a common purpose, interests and sometimes values (or are able to navigate between conflicting values);
- have adaptive and distributed leadership that is regularly renegotiated.

The creation of safe spaces in which coalition members and others can be engaged in processes of reframing attitudes and beliefs, often by sharing personal stories, is often important.

http://publications.dlprog.org/Brief_PW.pdf
Some General Findings from The Developmental Leadership Program

THE THREE LEVELS OF DEVELOPMENTAL LEADERSHIP

INDIVIDUAL
Developmental leadership relies on motivated individuals with the values, interests and opportunity to influence change.

COLLECTIVE
Motivated people overcome barriers to cooperation and form coalitions with power, legitimacy and influence.

SOCIAL
Coalitions’ power and effectiveness partly hinges on their ability to contest and de-legitimise one set of ideas and legitimise an alternative set.