

Introduction to Social Activism

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The Centre for Appearance Research (CAR)
The University of the West of England



“How wonderful it is
that nobody
need wait
a single moment
before
starting to
improve the world.”

Anne Frank (1929-1945),
diarist and writer

What are three issues related
to your work that would like to see change?

What is social activism?

What is social activism?

Taking action with the intention of
causing specific social change.

What is social activism?

The larger goal of social activism is

social justice:

every person receives equal
economic, political and social
rights and opportunities.

When you hear the word
“activism”
what comes to mind?

Rallies, marches, blockades, hunger strikes





Peaceful protests, such as sit-ins are another commonly recognized form of activism.



Other forms of social activism:

- Digital activism
- Educational events
- Working with businesses
- Working with government

What does activism do?

- Raises awareness
- Mobilises
- Demands and ideally generates specific change

Digital Activism



Tools for Digital Activism

- o Online petitions
 - o Change, Avaaz, Care2 petition site
- o Social media
 - o Facebook, Instagram, YouTube
- o Microblogging
 - o Twitter, Tumblr
- o Blogs, images/memes, podcasts, vlogs
- o Email/listservs & private Facebook groups

Communication is key
to successful
organising.



BODIES ENDANGERED



Endangered Bodies' successful campaign against Facebook



VICTORY!



#FatIsNotaFeeling



Feeling | How are you feeling?

	better
	amazed
	full
	low
	fat
	free
	discouraged
	impatient

#FatisNotaFeeling Twitter Party

**AnyBody**
@AnyBodyOrg

Following

Twitter party today! Please RT. We want to hear as many voices on this as possible.
#fatisnotafeeling



AnyBody UK & Endangered Bodies

Hey, Twitter!

We're having another twitter party!

On Sunday 19th October, we want to open up the conversation about "fat talk", inspired by Facebook's choice to offer "fat ugly" as feelings in a user's status and in honour of Body Confidence Week.

We're taking to Twitter under the hashtag **#fatisnotafeeling** from 7-8pm, and we're

RETWEETS 10



**ShapeYourCulture**
@ShapeYrCulture

Following

Judging people's "heath" from the outside is not only wrong, but harmful and unfair. Fat shaming needs to stop! **#fatisnotafeeling**

RETWEETS 11

LIKES 4



3:29 PM - 19 Oct 2014

**EndangeredBodiesNYC**
@EndgrdBodiesNYC

Following

When you see something, say something! Actively challenge body-shaming speech in your daily life. **#fatisnotafeeling**

RETWEETS 5

LIKES 4



3:41 PM - 19 Oct 2014

**EB Ireland**
@eb_ireland

Following

Hate to see fat-talk seem like such a normal part of life. Need to get rid of that Facebook status option **#fatisnotafeeling**

RETWEETS 8

LIKES 6



On February 25, 2015, we launched eight petitions

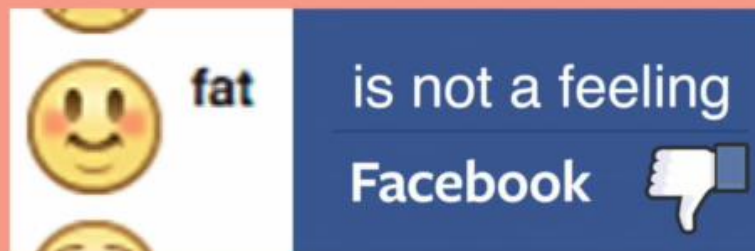


....and five videos





FAT IS NOT A FEELING



Other tools we used



We quickly attracted global media attention



Two weeks and 16,000 signatures later,
we declared
our campaign a success!

DECISION MAKER RESPONSE

Facebook's response



Facebook

Follow

MAR 10, 2015 — We've heard from our community that listing "feeling fat" as an option for status updates could reinforce negative body image, particularly for people struggling with eating disorders. So we're going to remove "feeling fat" from the list of options. We'll continue to listen to feedback as we think about ways to help people express themselves on Facebook.



Confirmed victory

This petition made change with 16,771 supporters!



Share on Facebook



Add a personal message (optional)



Facebook: Remove the "Feeling Fat"
Emoticon #FatisNotaFeeling




#Fatisnotafeeling Recap


- Problem: body-shaming status updates/emoji options on Facebook
- Goal: have Facebook remove “feeling fat” & “feeling ugly” status updates/emojis
- Action: #Fatisnotafeeling petition campaign supported through strong social media efforts
- Outcome: “feeling fat” emoji removed + created a relationship with Facebook as advisors

Purposes of activism

- o The #fatisnotafeeling campaign:
 - o **demand**ed – and achieved – a desired specific change,
 - o **mobilised** people to act by signing the petition,
 - o and **raised awareness** via a global conversation about the demonisation of fat and fat stigma.

What about the “I feel ugly” status update/emoji?


 Status  Photo / Video  Life Event ×




What's on your mind?

Feeling

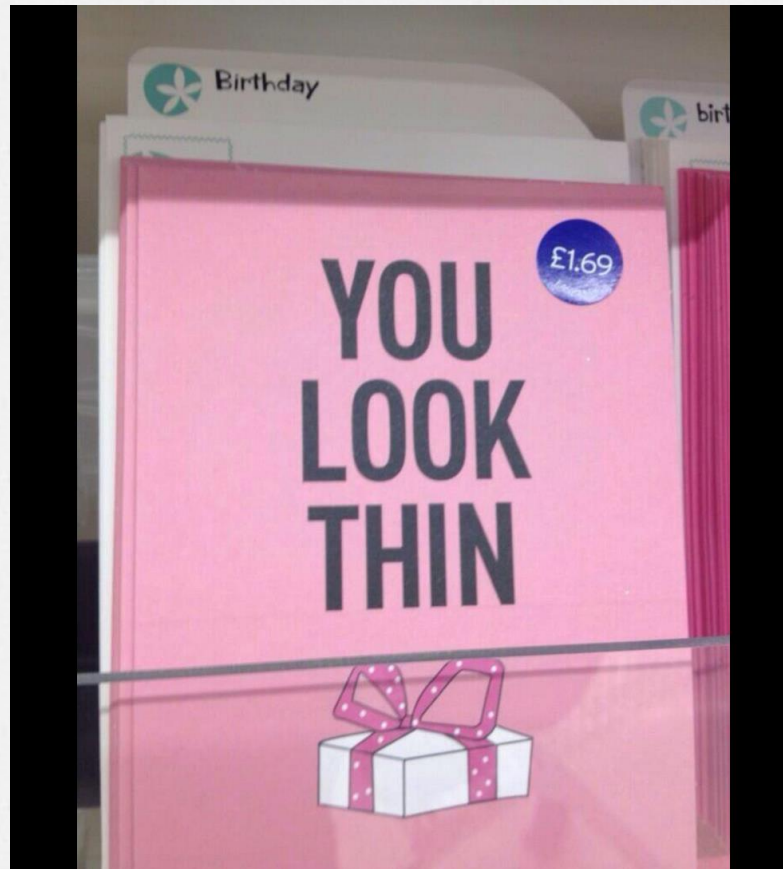
ug| ×



 ugly

Demands specific change

- o Online activism is often:
 - o reactive
 - o spontaneous
 - o swift



AnyBody @AnyBodyOrg · 19 Feb 2014

How about we all tweet @sainsburys to tell them they need to stop selling this card? @EverydaySexism @beatED?



23



Two days and several tweets later,
we realized our goal:



Sainsbury's 
@sainsburys



 **Follow**

@AnyBodyOrg Hi, thanks very much for flagging this. We've looked into it and will no longer be stocking this card in our stores. Natalie.

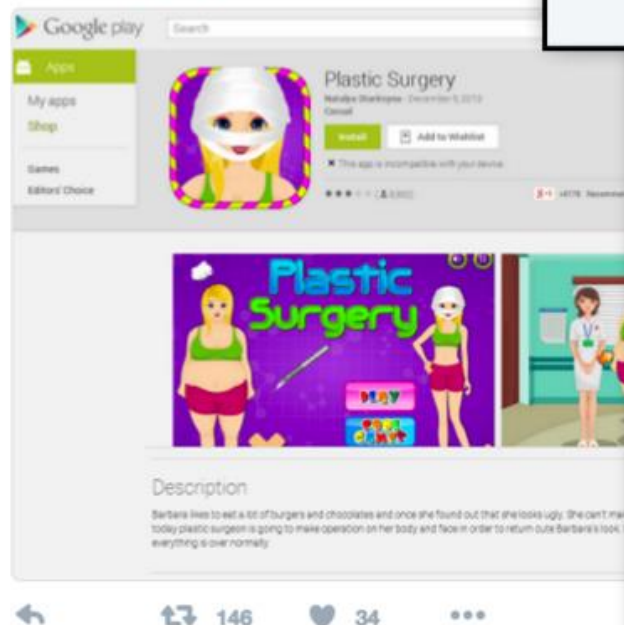
 Reply  Retweet  Favorite  More

4:47 PM - 21 Feb 2014



EverydaySexism @EverydaySexism · 14 Jan 2014

Please also join us in asking @GooglePlay to remove this Cosmetic Surgery game for all ages play.google.com/store/apps/details?id=com.madeinusa.plasticsurgery ...



susie orbach @psychoanalysis · 14 Jan 2014

Protest this violence against girls presented as Apple who allows the app [itunes.apple.com/us](http://itunes.apple.com/us/app/plastic-surgery-for-barbie/id771609373)



AnyBody @AnyBodyOrg · 14 Jan 2014

Anyone who's on Twitter, Everyday Sexism is putting pressure c remove this Cosmetic Surgery game for... fb.me/6AEkOpyC6

2 1

Endangered Bodies / Cuerpos en riesgo de extinción
January 14, 2014 ·

Let @Itunes know this plastic surgery game (rated for kids 9 yrs. old and up) is NOT ACCEPTABLE! The description reads: 'This unfortunate girl has so much extra weight that no diet can help her. In our clinic she can go through a surgery called liposuction that will make her slim and beautiful. We'll need to make small cuts on problem areas and suck out the extra fat. Will you operate her, doctor?'

<https://itunes.apple.com/.../plastic-surgery-pla.../id789539881...>

AND THIS:

<https://itunes.apple.com/.../plastic-surgery-for.../id771609373...>



12,104 people reached

Boost Post

Like Comment Share

Tanya Gualda Krasowsky, Birute Sabat and 6 others

97 shares

18 Comments



EverydaySexism
@EverydaySexism



Following

UPDATE: @itunes has removed the plastic surgery app we highlighted from its platform.

RETWEETS

187

LIKES

258



2:55 PM - 14 Jan 2014



187



258

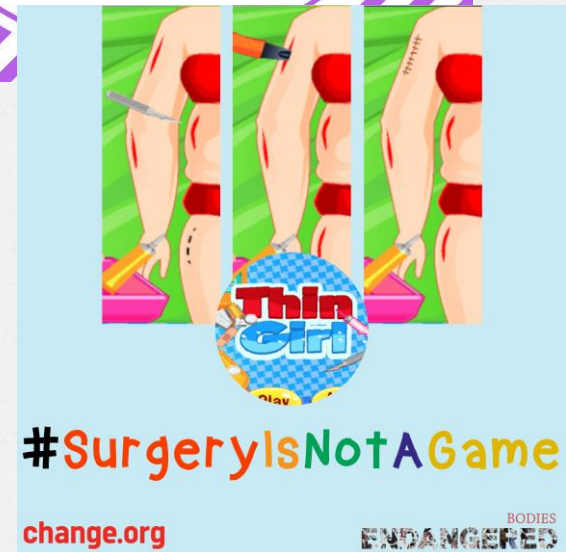




#SurgeryIsNotAGame

change.org

BODIES
ENDANGERED



#SurgeryIsNotAGame

Grandma's Plastic Surgery & Spa Dressu...
Akash Patel

Renjuvenation
Sergey Zanin

Lips Surgery Makeover
Abdul Basit

Fat Princess Love Wedding Story & drre..
Huanling Wang

Available on the App Store

available at amazon appstore

Crazy Plastic Surgery Dentist Craft
Jie Dong

CLEAN YOUR WRINKLES AFTER SURGERY!

BODIES ENDANGERED

EMBODIED RESEARCH

Butterfly Foundation for Eating Disorders



Sexy corpses

Melinda Tankard Reist

Kanye's latest music video takes depictions of gendered violence to disturbing new levels. [More](#)

Who says female corpses aren't sexy?

Two dead women in lingerie swing back and forth from the ceiling from a chain around their necks.

Two young women are slumped on a silk-sheeted bed, like corseted lifeless mannequins. A man advances on them. His intentions are clear.

Another woman in fetishized clothing lies spread-eagled on a table in front of a man eating a huge plate of raw meat.

Have I been exploring the far reaches of on-line torture pornography and snuff movies? Was I checking out necrophilia genre?

No. I was watching rapper Kanye West's new video teaser for the single 'Monster', from his new chart-topping album [My Beautiful Dark Twisted Fantasy](#).

With contributions from Rick Ross, Nicki Minaj and Jay-Z, the Monster preview is a mini horror movie – with all the horror suffered by women. The men don't seem horrified at all by the female corpses littered through the haunted mansion, the apparent victims of a serial killing. In fact, they seem to quite like it. It seems to turn them on.

The logo for care2 PETITIONS. The word "care" is in black lowercase letters, followed by a large green "2". Above the "2" are four stylized butterflies: one orange, one teal, and two green. To the right of the "2" is the word "PETITIONS" in black uppercase letters.

care2 PETITIONS

change.org



PETITION CLOSED

A HUGE thank you for taking the time to sign our petition to block the official release of Kanye West's "Monster" video because each and every one of your signatures affected positive change.

Although "Monster" was officially released on June 5, 2011, MTV Networks, which includes VH1, has decided not to air the video. Read the full story here: <http://www.adiosbarbie.com/2011/06/a-monster-success/>

[Browse Petitions ▶](#)

Prevent Official Release of Kanye West's Women-Hating 'Monster' video

By: [Coalition Against Trafficking in Women Australia](#); [Collective Shout](#); [Adios Barbie](#)

Target: CEO/Chairman of Universal Music Group (Lucian Grainge) and CEO of MTV (Judy McGrath)

15,857 SUPPORTERS

16,000 GOAL

Victory!

Tell Universal Music and Kanye West Eroticized Violence Against Women is Unacceptable

 **Confirmed victory**

This petition made change with 5,724 supporters!

The Power of Petitions



Tips for a successful petition

- Target a specific ask
- Feature a personal story
- Create original images & videos
- Create a catchy hashtag
- Consider your audience: avoid jargon/technical terms/LARGE CAPS
- Connect with a representative from the platform you are using & forge a relationship

Mobilises






#NiUnaMenos started with ONE tweet:



#NiUnaMenos LaOjeda

@Marcelitaojeda

 Seguir

Actrices, políticas, artistas, empresarias,
referentes sociales ... mujeres, todas, bah..
no vamos a levantar la voz? NOS ESTAN
MATANDO

RETWEETS

200

FAVORITOS

255



9:24 - 11 may. 2015





Basta de femicidios
#NiUnaMenos

3 JUNIO, 17hs.
Congreso de la Nación

**NI UNA
MENOS**

#NI UNA MENOS



Raises awareness

- o Twitter parties
- o Hashtag activism
- o Creating content
 - o Blogging
 - o Vlogging
 - o Podcasting
 - o Memes/Images
 - o Artivism

Twitter Parties

#AdiosED Twitter Party

Join Adios Barbie & the National Eating Disorders Association as we demystify Eating Disorders (EDs), especially in diverse populations

February 24, 8-9pm EST

Experts and Psychologists
will answer your questions

Adios Barbie

*Presents
the 3rd Annual*

#AdiosED *Twitter Party*

Self-Care & Eating Disorders



**Sunday
February 22
6-7pm Eastern (3-4pm Pacific)**

#AdiosStigma

An Invisible Illnesses Twitter Party
with Adios Barbie

September 28, 1-2 p.m. Eastern

With Panelists:

Ivy Cooper	@seebodyloveself
Sayantani DasGupta	@sayantani16
Katherine Mancuso	@musingvirtual
Zarifa Roberson	@zarifa98
Maddie Ruud	@MaddieRuud

@AdiosBarbie

the 2015

#THX4SUPPORT Twitter Event



support

Use #thx4support to reach our team of body image activists for one-on-one support, motivation, and inspiration



resources

Search #thx4support to find helpful articles, videos, and images being tweeted out by organizations and activists



community

Scroll through #thx4support to find people across the US struggling with similar issues. Start an online support network!

**November 26
7a-7p PST
10a-10p EST**

WHY

because Thanksgiving can be a difficult holiday for people working through body image issues, eating disorders, and fatphobia

Struggling? The National Eating Disorders Association can help. Call toll-free: 1.800.931.2257

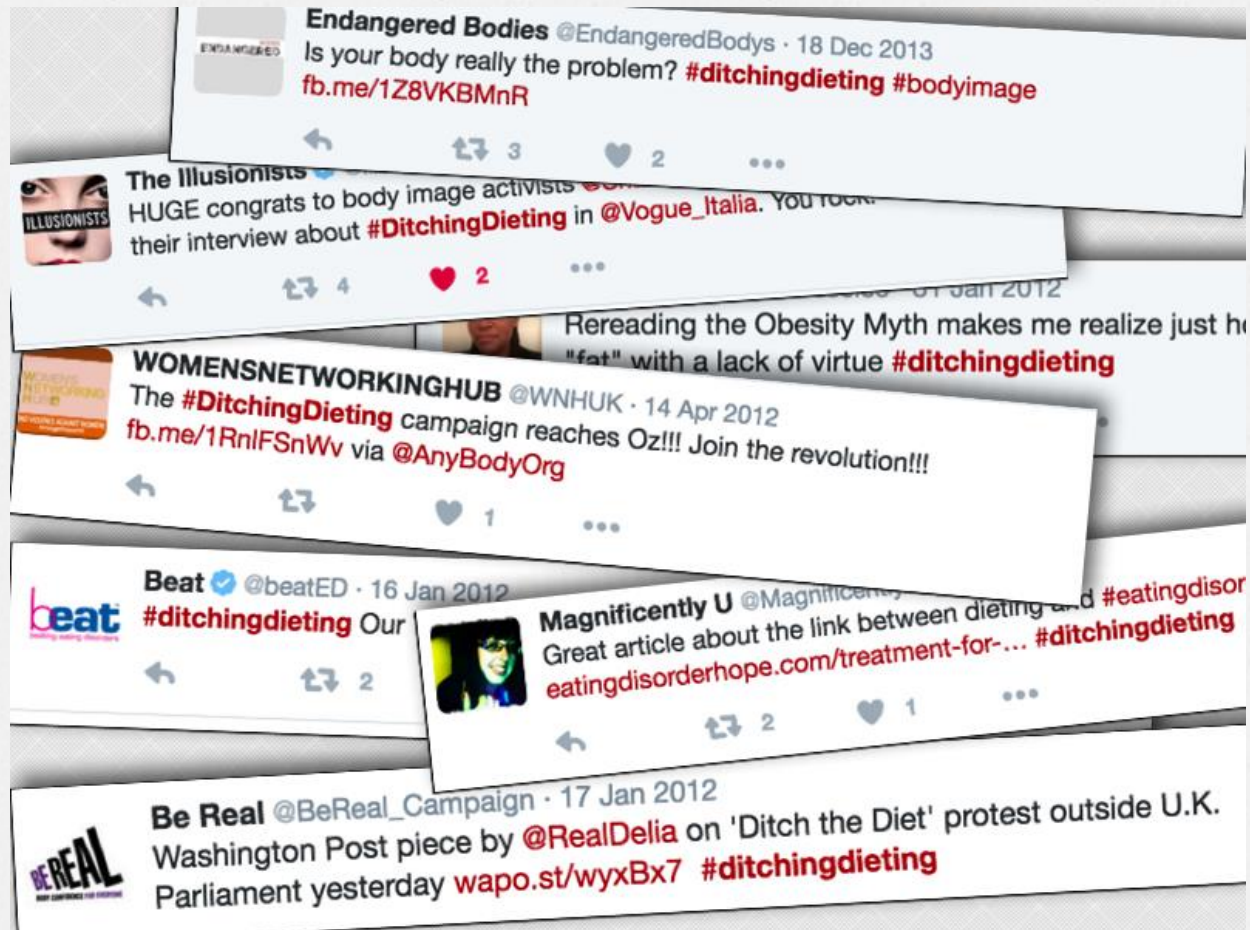
Hashtag: #RespectSportsWomen

-  **Miss Representation** @RepresentPledge · 22 Jan 2014
RT @AnyBodyOrg: Circulating **#respectsportswomen** due to misogyny **#bethtweddle** got via Sky Sports bit.ly/1c3I1RG
-  **YWCA Scotland** @youngwomenscot · 22 Jan 2014
We **#respectsportswomen** Saddened to read the sexist and abusive messages aimed at inspirational Tweddle during @SkySportsNews yesterday.
-  **Girlguiding** @Girlguiding · 22 Jan 2014
Help @AnyBodyOrg stand up to the objectification of women like **#EugenieBouchard** & **#BethTweddle** by RTing **#respectsportswomen**
-  **AnyBody_de** @AnyBody_de · 22 Jan 2014 [View translation](#)
Neues Projekt von @AnyBodyOrg: **#respectsportswomen** Sportlerinnen sollen für Ihre Leistung gewürdigt werden, nicht nach Aussehen beurteilt!
-  **AnyBody** @AnyBodyOrg · 22 Jan 2014
You're all awesome.Help us get **#respectsportswomen** trending to stand up against the sexual objectification of women like **#bethtweddle**.GO! LH

Hashtag: #DitchingDieting



Hashtag: #DitchingDieting



Content Creation



“We believe that building momentum for
social change globally
means empowering citizen activists locally,
and that the influence of a local victory
is always much larger than
the change
it immediately achieves.”

~Change.org

Digital Activism

Purposes:

- Raises awareness
- Mobilises
- Demands specific change

Tools:

- Petitions
- Social media platforms
- Companies' social media presence
- Hashtag activism
- Twitter parties
- Blogs, videos, memes, infographics

Body Image & Argentina



Argentine Girls & Body Image

- 3% of Argentine girls are among the least likely to describe themselves as 'beautiful' (global average 10%)
- 1 out of 4 Argentine girls avoid an activity because they feel bad about how they look
- Almost a third of Argentine girls feel pressure from society to be beautiful (compared to 17% global average)



Fashion is Big Business in Argentina



Size Discrimination & the Argentine Fashion Industry

pero un M chico" "Solo viene en talle único" "No te queda? Es el más grande!" "Mirá que son todos talles chicos!" "Llevalo igual! Mirá que cede eh!" "Se usa así! Ajustadito, ajustadito!" "No tenemos talle para vos" "No trabajamos talles especiales" "Es M, pero un chico" "Solo viene en talle único" "No te queda? Es el más grande!" "Mirá que son todos talles chicos!" "Llevalo igual! Mirá que cede eh!" "Se usa así! Ajustadito, ajustadito!" "No tenemos talle para vos" "No trabajamos talles especiales" "Es M, pero un chico"

AnyBody Argentina: Battling the Beauty Myth





Educational Events



Slut Walk Festival in Buenos Aires



Miss Representation

Sábado 14/03 17 hs.
Sala de los Representantes
Perú 272,
Manzana de las Luces

ANYBODY
ARGENTINA

ANYBODY ARGENTINA invita a la
PREMIER NACIONAL del DOCUMENTAL

MISS
REPRESENTATION

No podés ser lo que no podés ver

Con
PANEL de discusión

Lohana Berkins
Activista Trans (ALITT)

Laura Contrera
Activista Corporal

Cristina Flegazzoli
ex Diputada Nacional

Graciela Tejero Coni
Dir. Museo de la Mujer

Entradas Anticipadas **\$50**
¡Cupos limitados!

<http://bit.ly/missrep1403>

@AnyBodyArg
/AnyBodyArgentina






The Model Meter
(*El Modelómetro*)







AnyBodyArgentina Retweeted



Why so serious? @PPaulaRamos · Mar 23

@AnyBodyArg ¡Muchas gracias! ¡Muy linda intervención!



← ↻ 2 ❤ 2 ...



Workshops



Working with Businesses



2011 Size Law Campaign



YAGMOUR

NMD
NORMANDIE

TED BODIN

ver

PORTSAID

Levi's®

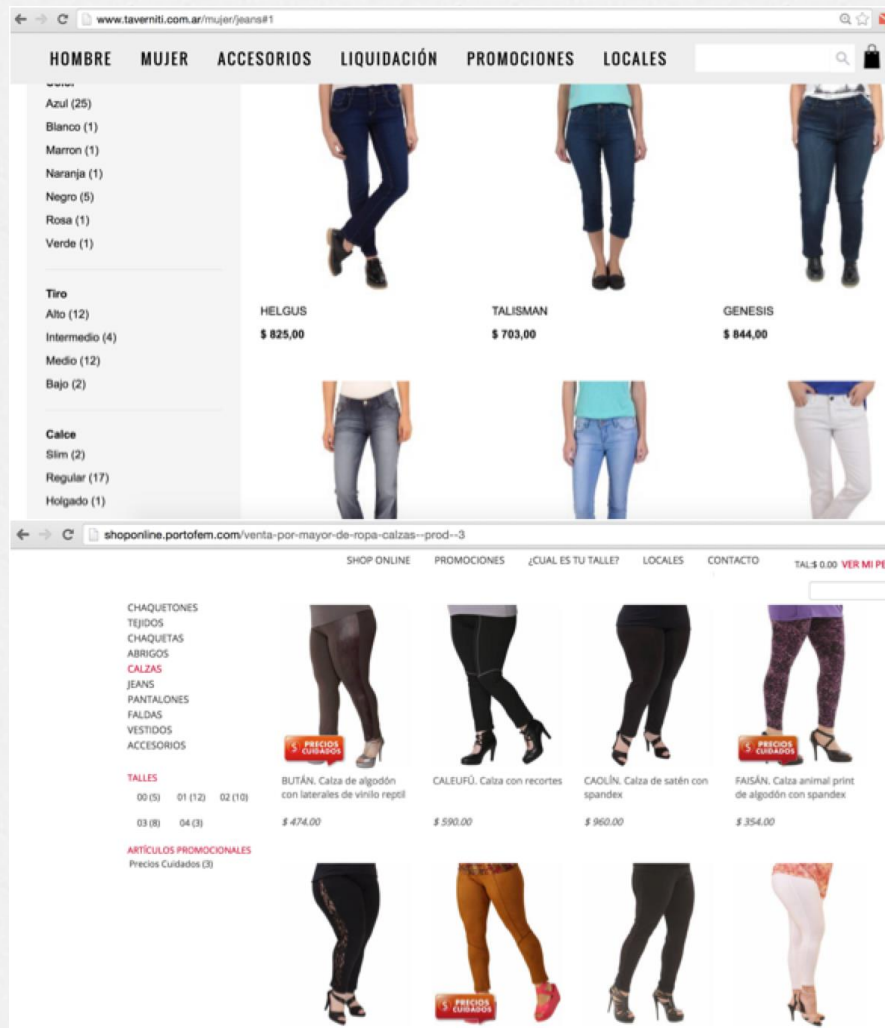
YAGMOUR

ver

PORTSAID







TeX
PRIMAVERA **VERANO** 16/17
Carrefour



Promo!
\$399

PANTALÓN RÚSTICO

V/colores. Talles: 38 al 50.



[Inicio](#) » Directorio de Marcas de Indumentaria

Directorio de Marcas de Indumentaria

El Directorio de Marcas de Indumentaria es la manera de AnyBody de reconocer a aquellas marcas nacionales, emprendimientos y empresas locales que ofrecen un amplio rango de talles dentro de nuestra campaña «**El talle único no es único talle**».

El Directorio incluye marcas de indumentaria, locales, showrooms, empresas de venta online y demás lugares que apoyan la diversidad. Estas empresas ofrecen ropa formal e informal, ropa interior, mallas/trajes de baño y calzados. En la etapa actual de Invierno 2019, nuestro Directorio cuenta con 7 marcas con presencia nacional y 63 marcas y emprendimientos locales, con 1155 puntos de venta en el país.

Se encuentra abajo un buscador para facilitar encontrar la ropa o el calzado deseado en la manera más conveniente para el usuario.

Ver la lista completa de marcas y empresas que reconocemos y un mapa de Google de todos los puntos de venta en [este link](#).

Ubicación	Volumen de venta	Tipos de indumentaria		Modalidad de venta	Audiencia
--Seleccione una opción--	--Seleccione una opción--	Indumentaria formal	Locales a la calle	Mujeres	
		Indumentaria informal	Showroom con cita previa	Hombres	
		Lencería/Ropa interior	Showroom sin cita previa	Niños	
		Trajes de baño	Online/Internet		
		Calzado	Por catálogo		
			Revendedores		

Tips for Working with Businesses

- Choose companies thoughtfully/review CSR record
- Meet in person
- Collaboration should be mutually beneficial
- Hold companies accountable
- Be willing to compromise but know your bottom line
- Establish trust: be sincere
- Acknowledge the positive and build on it
- Be persistent and patient!

Working with Government



ANY **B**ODY

The UK chapter of the
international initiative

BODIES
ENDANGERED






Government
Equalities Office

TWO FOR THE PRICE OF ONE
The impact of body image during
pregnancy and after birth

by Susie Orbach and Holli Rubin



REVIEW OF THE REGULATION OF COSMETIC INTERVENTIONS: WILL THEY DO ENOUGH?!

THURSDAY, JANUARY 31, 2013 AT 06:57AM



AnyBody has contributed to the evidence gathered as part of a review of the Regulation of Cosmetic Interventions. The call for evidence was initiated by the Department of Health after the [Poly Implant Prothese PIP scandal](#), in which faulty implants continued to be used despite knowledge of the risks, thereby endangering patients health.

On December 31st, 2012 the [Summary of this call for evidence was published and released](#). Beyond PIP, it highlighted other serious concerns, including:

- concerns around the products used in cosmetic procedures;
- questions around the training of those performing them;
- and the treatment and procedures for managing complications that may arise, and caring for patients who suffer from them.

Tips on working with government

- Choose politicians thoughtfully
- Use your expertise to make connections with the decision-makers
- Visit them personally/set up a meeting
- Be armed with reputable evidence to back up your ask
- Summarize your ask, evidence, media clips etc.
- Be prepared to be react to current events
- Offer potential solutions: YOU are the expert!

Educational events

- Raise awareness
- Form alliances with like minds
- Offer interactive activities & workshops

Working with businesses

- Praise
- Collaborate

Working with government

- Lobby for specific legislative change
- Respond to government inquiries & requests for feedback



Condoleezza Rice (b. 1954)
66th United States Secretary of State

“[A] difference is often
made by
one person
who is fed up
and
willing to act.”

WHO USES CHANGE.ORG



Petition starters and supporters

More than 100 million people in 196 countries are creating change in their communities.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”



Margaret Mead (1901-1978)
Cultural anthropologist
& writer



Audre Lorde (1934 -1992)
Civil rights activist

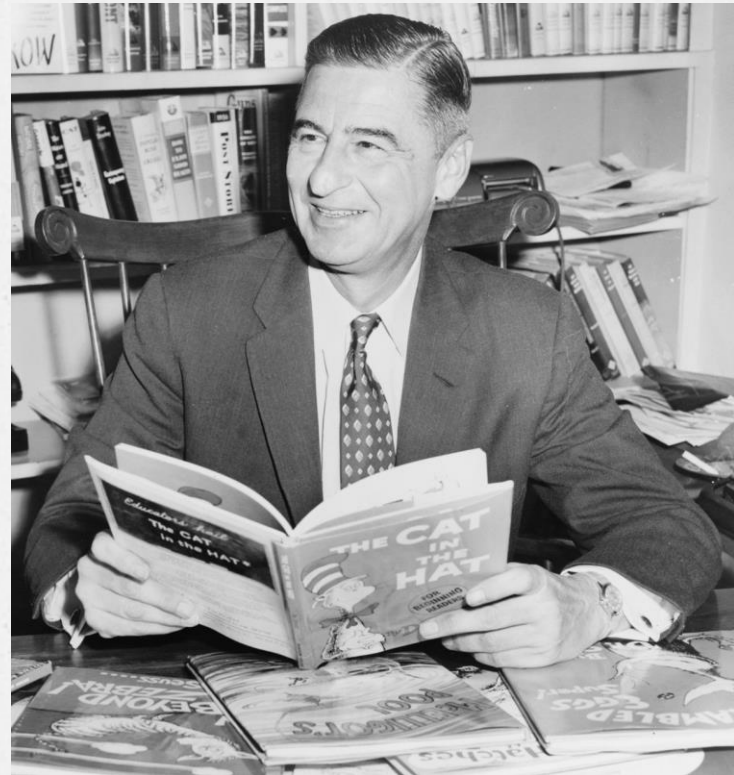
“Caring for
myself is not
self-indulgence,
it is self-
preservation,
and that is an
act of political
warfare.”

Self-Care: An Essential Part of Sustainable Activism

- Listen to your body's needs and respect them
- Develop coping strategies for stress
- Be aware of the bigger picture and the need to go the distance
- Understand that your colleagues' involvement with activism will probably wax and wane
- Respect colleagues when they need to step back

Why engage in activism?

“Unless someone
like you cares
a whole awful lot,
nothing is going
to get better.
It’s not.”



Theodor Seuss Geisel (1904-
1991), *The Lorax*
Writer and illustrator

Personal Benefits

- Greater well-being
- Sense of empowerment and purpose
- Become part of a community
- Become connected to the wider world
- Be part of positive change



“I want people to know that if they organise,
they can make really profound change.
You can’t convince me that you can’t change the world
because I saw it happen.”

Mary Jean Collins, (b. 1939), feminist activist