

## 5.2

Three different approaches to addressing social problems:

APPROACH	WHAT IS IT?	TIMELINE
<b>DIRECTLY PROVIDING GOODS AND SERVICES</b>	Engages directly with beneficiaries through programs and services  <i>Examples: women's shelters, soup kitchens, health clinics</i>	Short term
<b>SUPPORTING RESEARCH AND DEVELOPMENT OF KNOWLEDGE</b>	Supports the generation and dissemination of research and applied knowledge, as well as educational and cultural organizations  <i>Examples: cancer research by medical schools, policy research by think tanks</i>	Long term
<b>ADVOCACY, MOVEMENT-BUILDING, AND CHANGING SOCIETAL MINDSETS / SYSTEMS</b>	Aims to address structural and systemic causes of a problem, generally by changing policies and laws to protect rights or promote interests; or attempts to change mindsets across society  <i>Examples: campaigns to mitigate climate change, campaigns for nutritional labels on foods, living wage campaigns, gay-rights movements, reproductive health movement</i>	Long term

VISIBILITY OF RESULTS	SYSTEMIC CHANGE	LIKELIHOOD OF SUCCESS
High	No	High
Seldom	Not usually	Varies depending on project scope
High	Yes	Varies depending on campaign scope

These examples show how issues can be addressed using different approaches:

ISSUE: SUICIDE PREVENTION (MENTAL HEALTH)		
PROVIDING GOODS & SERVICES	PROMOTING KNOWLEDGE	ADVOCACY & MOVEMENT-BUILDING
Crisis helplines for individual suicide prevention	Suicide prevention peer-training workshops for underserved populations	Campaigning for mental health coverage under health insurance

  

ISSUE: ANIMAL RESCUE (ANIMAL WELFARE)		
PROVIDING GOODS & SERVICES	PROMOTING KNOWLEDGE	ADVOCACY & MOVEMENT-BUILDING
Animal rescue services and shelters	Training and research on best practices for shelters	Advocating for more humane policies that regulate breeding

  

ISSUE: NATIONAL PARK CONSERVATION (NATURAL RESOURCES CONSERVATION & PROTECTION)		
PROVIDING GOODS & SERVICES	PROMOTING KNOWLEDGE	ADVOCACY & MOVEMENT-BUILDING
After-school and summer national park programs for children	Monitoring of park conservation efforts	Advocating for more federal funding for national parks