

SFJWF Indicators of Social Change Chart

Indicators of Social Change	Definition	Typical Strategies / Activities	Example
Shifts in definition	An issue or idea is given new meaning. The community or society sees the issue differently as a result of your work.	Research, documentation of actual experiences, articulating concepts through writing and/or presentations.	Rape is understood as an act of violence with legal and civil consequences, not a sexual transgression.
Shifts in behavior	People are behaving differently (and for the better) in the community or larger society, usually building a sense of personal empowerment.	Immediate support for individuals and families in need and/or for organizations serving immediate needs.	Women seek appropriate health care for themselves / their families, and the community is providing more.
Shifts in engagement	More people are engaged in an idea of action as a result of your work. Ideally, enough people get involved that they are noticed, voices are heard, and a “tipping point” is reached.	Community-based organizing and public education; media campaigns; networking; supporting a group to find a collective strength or identity.	A news report about gender inequality appears on the national news. Concerned citizens contact the organization to determine what they can do to help.
Shifts in policy	Organizational, local, regional, state, national or international policy or practice has changed to better serve social change ideals.	Public policy reform, education and interaction with policy and system-level decision-makers.	As a result of the work, an organization’s policy changes to allow for greater participation of women.