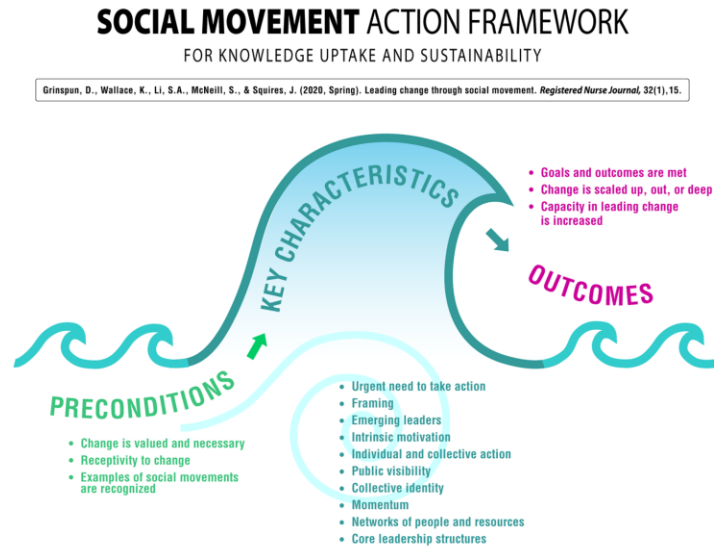


# Key takeaways of the Social Movement Action Framework



Applying the 16 elements of the Social Movement Action (SMA) Framework requires an understanding of how they are dynamic and interrelated. The tables below outline key takeaways. They are structured according to three time ranges in a project’s life cycle – getting started with change (**preconditions**), making change happen (**key characteristics**) and sustaining change/making change last (**outcomes**).

## Getting started with change

The SMA Framework’s **three preconditions** must be in place in order for a social movement to happen.

The elements	Key takeaways
Change is valued and necessary	<ul style="list-style-type: none"> <li>✓ Acts as a push or force for change.</li> <li>✓ Social movements are driven by values, as defined by the local context, for the purpose of advancing shared goals.</li> </ul>
Receptivity to change	<ul style="list-style-type: none"> <li>✓ When individuals are becoming more willing and supportive to address the proposed change, It is more likely that SMA will move ahead successfully.</li> <li>✓ Factors such as timing and available activism energy can impact the degree of receptivity to the change.</li> </ul>
Examples of social movement action are recognized	<ul style="list-style-type: none"> <li>✓ Learning about social movements helps individuals to understand how they can be used to drive transformative change.</li> <li>✓ Examples of social movements and their impacts on health care are wide including advancing access, equity and excellence in practice through the adoption of evidence-based practice.</li> </ul>

## Making change happen

The SMA Framework’s **10 key characteristics** must be in place in order for social movement actions to progress. If not present at the start of the social movement, they should be as the movement evolves.

The elements	Key takeaways
Urgent need to take action	<ul style="list-style-type: none"> <li>✓ The acknowledgment by individuals, groups and organizations that action must be taken for the change as it can no longer be ignored.</li> <li>✓ Speed that can vary slowly over time, or quickly with a catalytic event that forces action.</li> </ul>
Framing	<ul style="list-style-type: none"> <li>✓ Communicating the change in a way that makes people care about it, and motivates them to join the social movement and take action.</li> </ul>
Emerging leaders	<ul style="list-style-type: none"> <li>✓ Individuals who become inspiring change agents</li> <li>✓ Change agents who willingly take on informal and formal leadership roles, speak out about and address the change, and drive mobilized individual and collective action.</li> </ul>
Intrinsic motivation	<ul style="list-style-type: none"> <li>✓ When individuals take voluntary action to support the change because of “free choice” or because they are moved by the cause</li> <li>✓ A powerful and personal motivator for getting involved in a change.</li> </ul>
Individual and collective action	<ul style="list-style-type: none"> <li>✓ The mobilized actions of individuals, groups, or organizations in which they commit and act together in a coordinated manner to achieve shared goals.</li> </ul>
Public visibility	<ul style="list-style-type: none"> <li>✓ The intentional use of traditional and digital communication platforms to promote awareness of the social movement and its credibility.</li> </ul>
Collective identity	<ul style="list-style-type: none"> <li>✓ A shared identity created by those engaged in the change that reflects their collective values, beliefs and goals.</li> <li>✓ It acts as the outward appearance and focus of the social movement so that the social movement and its priorities can be recognized.</li> </ul>
Momentum	<ul style="list-style-type: none"> <li>✓ The force that creates energy and attracts individuals to the change.</li> <li>✓ It is built and sustained through visible actions as the social movement grows and evolves.</li> </ul>
Networks of people and resources	<ul style="list-style-type: none"> <li>✓ The structures that support the connections between groups of individuals and agencies engaged in a change.</li> <li>✓ The network’s membership is fluid, evolving over time as the social movement develops.</li> </ul>
Core leadership structures	<ul style="list-style-type: none"> <li>✓ A change team or group of people responsible for sharing leadership and guiding the evolution and strategic direction of a social movement.</li> </ul>

**Sustaining change/Making change last:**

The SMA Framework’s **three outcomes** are what may as a result of social movement action.

The elements	Key takeaways
Goals and outcomes are met	<ul style="list-style-type: none"> <li>✓ As a result of mobilized individual and collective action, goals and outcomes related to evidence uptake and sustainability may be partially or fully met.</li> </ul>
Change is scaled up, out or deep	<ul style="list-style-type: none"> <li>✓ When the results of the social movement are effective, the change may be scaled up (expanded), out (standardized), or deep (creating new norms and values).</li> <li>✓ When change is scaled, it may result in a new iteration of a social movement.</li> </ul>
Capacity in leading change is increased	<ul style="list-style-type: none"> <li>✓ Change agents using social movement actions have increased their capacity in leading change; this empowers them to lead other change initiatives.</li> </ul>