



RESHAPING SOCIAL JUSTICE PRACTICE FOR RURAL COMMUNITIES

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OVERVIEW

Much Macro Practice Theory has an Urban Slant.

We begin with a discussion of the social, environmental, political, and economic changes that we confront.

Implications of these changes for macro social work practice theory.

After that, it will consider how we can organize to create the best possible practice approaches through a model that uses the best of what we have available.

How such a system can interact with agencies, practitioners, social work education, and communities.

ORGANIZING YESTERDAY'S PEOPLE

The Urban Bias

Jack Weller and Yesterday's People

Helen Lewis and Fatalism or the Coal Industry

Does urban social justice practice translate?

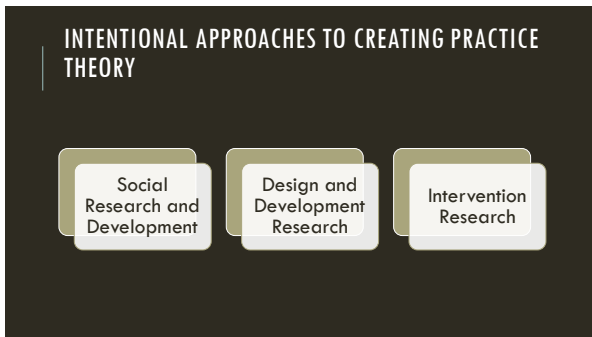



CHANGES

- Evidence Based Policy and Practice
- New Models of Governance and Advocacy
- Collaborative Society

WHERE DO PRACTICE THEORIES COME FROM?

- Some are created by observing Practice
- Created theoretically and tested in practice
- Testing seems to be situation dependent



THE PROCESS (ROTHMAN AND THOMAS, 1994)

Problem Analysis and Project Planning: This phase looks at the key issues in the problem area, performs an environmental scan, develops a project plan, conducts a feasibility study and so forth. Contacts with the practice community will facilitate the identification of relevant practitioner needs.

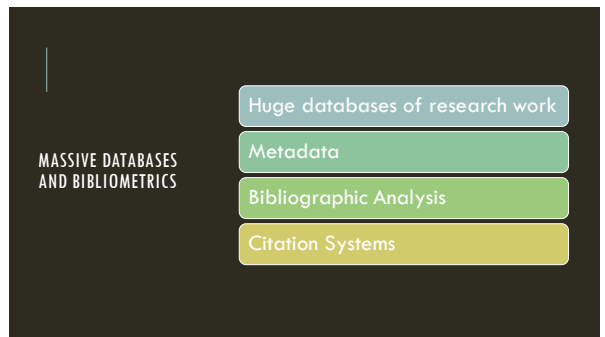
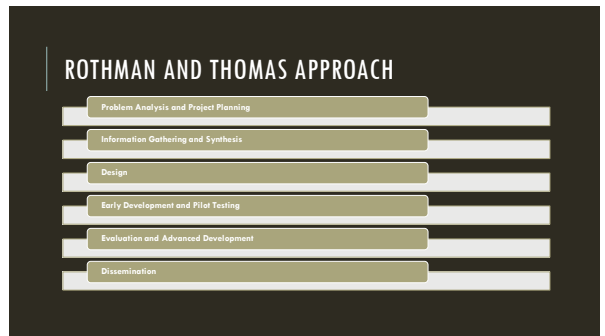
Information Gathering and Synthesis: In this phase, additional material is collected. We are in the process of instituting several studies that further explore the nature of electronic advocacy in the social services. A large quantity of literature has already been analyzed and initial program models have been identified.

Design: At this phase the intervention is developed into an initial unit and specified and delineated. We will use the results of the previous steps to build a set of viable interventions for policy practitioners.

Early Development and Pilot Testing: At this phase the intervention becomes a prototype that is tested under field conditions. It is carefully monitored and revised when issues are identified. The evaluation, both at this phase and the next, will utilize theory-based evaluation employing a theories of change approach (Schryer, 1998).

Evaluation and Advanced Development: At this phase, we will rigorously evaluate the intervention under field conditions. This will result in modifications to the initial design and the development of a workable approach.


Dissemination: This final stage includes efforts to disseminate the interventions to potential consumers. A marketing plan will be developed and a range of potential dissemination strategies will be explored and eventually utilized.



DESIGN THINKING

Design thinking has a human-centered core. It encourages organizations to focus on the people they're creating for, which leads to better products, services, and internal processes. When you sit down to create a solution for a business need, the first question should always be what's the human need behind it?

Source: Ideo-U
<https://www.ideo.com/blogs/inspiration/what-is-design-thinking>



INNOVATION, POLICY AND DATA LABS

- Arrangements that use data and prototype new approaches
- Collaborate with policymakers
- Various models and approaches

DATA SCIENCE AND NEW RESEARCH METHODS

- New Data Sources
- Advanced Analytics
- Advanced Data Visualization
- Digital Research Methods

CO-CREATION AND COLLABORATION

- Collaboration
- Crowdsourcing
- Co-Creation

BEHAVIORAL INSIGHTS

- Behavioral Economics and Social Psychology
- Nudges
- Incentives
- Experiments

ROTHMAN AND THOMAS APPROACH

- Problem Analysis and Project Planning** *Design Thinking and Data Labs, Collaboration & Crowdsourcing, Behavioral Insights*
- Information Gathering and Synthesis** *Databases, Data Science, Collaboration & Crowdsourcing*
- Design** *Design Thinking, Data Labs, Behavioral Insights*
- Early Development and Pilot Testing** *Design Thinking and Data Labs, Collaboration & Crowdsourcing, Behavioral Insights*
- Evaluation and Advanced Development** *Data Science, Collaboration & Crowdsourcing, Data Labs, Behavioral Insights*
- Dissemination** *Collaboration & Crowdsourcing, Data Labs, Behavioral Insights*

A NEW SYNTHESIS

- National Models
- Local Models
- Network and Sharing

COMPONENTS

GENERAL PROTOTYPES AND LOCAL EMULATIONS

- National Models
- Local Emulation

BUILDING A NETWORK

- Local Labs connected by a network
- National Resource Centers
- Feedback Loop



SHARED EXPERIENCE AND EXPERTISE

- National Ideas
- Local Applications
- Growing Knowledge Base

ADVANTAGES

- Practice can be appropriate to the setting and the people
- It can Democratize Practice
- Practice Ideas can be disseminated widely

