#### **UWE Bristol**

# Poverty, power and politics: considerations for engaging citizens in social marketing programmes

Katie Collins, Dr. Fiona Spotswood and Lindsay Manning



Participation **empowers** people and allows marginalised voices to be heard

Participation gives people **OWNErship** over interventions and services

Participation **empowers** people and allows marginalised voices to be heard

Participation gives people **OWNErship** over interventions and services

Thus, involving citizens in social change programmes must be superior to "targeting" them

Participation **empowers** people and allows marginalised voices to be heard

Participation gives people OWNErship over interventions and services

Thus, involving citizens in social change programmes must be superior to "targeting" them



## And yet...

We do not attend to issues of power and politics (Hickey & Mohan, 2005)

We emphasise local concerns to the detriment of pervasive problems of inequality (Mohan & Stokke, 2000)

Hickey, S., & Mohan, G. (2005). Relocating participation within a radical politics of development. Development and Change, 36 (2), 237–262. Mohan, G., & Stokke, K. (2000). Participatory Development and Empowerment.

bettertogether

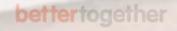
Our understanding of power is unsophisticated (e.g. Mosse, 1994; Kothari, 2001)

Our conception of the relative functions of structure and agency is inadequate (Cleaver, 1999)

Mosse, D. (1994). Authority, Gender and Knowledge: Theoretical Reflections on PRA. Development and Change, 25 (3), 497-526.

Kothari, U. (2001). Power, knowledge and social control in participatory development. In B. Cooke, & U. Kothari, Participation: The new tyranny? London: Zed Books
Cleaver, F. (1999). Paradoxes of Participation: Questioning Participatory Approaches to Development. Journal of International Development, 11, 597-612.

We regard any form of participation as superior to non-participatory practices (Chambers, 1997)



We do not acknowledge the risk that those with disempowering agendas may adopt initiatives that serve their purposes (Rahman, 1995)

We fail to achieve meaningful change (e.g. Cooke & Kothari, 2001)



Funded Participatory Action Research (Murray & Ozanne, 1991) to understand why adults in two UK deprived communities engaged in risky drinking practices and to co-develop interventions to help them cut down.

#### We found people who felt

- Trapped by their social and financial situation and inability to move home
- Stuck in a rut; mental health or mood problems, bored and de-motivated.
- Physically, emotionally and socially isolated; disempowered, disenfranchised and disengaged
- Using alcohol to cope and unwilling or feel unable to cut down.







#### **Closing remarks**

Empowerment is political

There are barriers to participation

With raising hopes comes responsibility

Relationships, respect and trust take time

**Evaluation must be long-term** 

### Any questions?

katie.collins@uwe.ac.uk

