

UWE Bristol

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

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And yet...

We are not empowering if

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. *Third World Quarterly*, 21 (2), 226-280.

We are not empowering if

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 are not empowering if

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

We are not empowering if

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

Rahman, M. A. (1995). Participatory Development: Toward Liberation or Co-optation?
In G. Craig, & M. Mayo, Community Empowerment: A Reader in Participation and
Development (pp. 24-32). London: Zed Books.

bettertogether

We are not empowering if

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



Gloucestershire

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?

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