

FRANCE IS dog LIFE
ENGLAND Good LIFE

SOCIAL EXCLUSION OR SOCIAL
INCLUSION? IT'S IN YOUR HANDS.



By Sue Alouche



Créativité Consultants
Where Creativity comes from the heart.

WHY THIS SUBJECT?

For most people being a part of a community where they are **welcomed, engaged and valued** is very important. We know that good community relationships support better health and wellbeing, improve self-esteem and change our relationships with services, interfaces, spaces and products.

Many services aim to build social and community inclusion with the people they support but few achieve it. Usually this failure is not caused by communities being unfriendly but due to the way that services think about, plan for and support social inclusion.

The aim? To build a more inclusive society for all people, including those from minority groups

SOME DEFINITIONS. . .

DEFINITION EXCLUSION (World Health Organisation.)

“Exclusion consists of dynamic, multi-dimensional processes driven by unequal power relationships interacting across four main dimensions - economic, political, social and cultural - and at different levels including individual, household, group, community, country and global levels. It results in a continuum of inclusion/exclusion characterised by unequal access to resources, capabilities and rights which leads to health inequalities.”

DEFINITION INCLUSION (United Nations UN)

“SOCIAL INCLUSION - Social rights bring together numerous rights that must be dealt with at the local level: rights to housing, education, clean water and health care emphasise the role of local authorities as a welfare provider and social provision as a duty which lies within city halls and councils”

SOME EXAMPLES. . .

HOSTILE ARCHITECTURE



London, Britain



Spikes to keep homeless people from taking shelter

MiC

Vancouver, Canada



Benches designed to allow homeless people to take shelter

FINANCIAL INCLUSION VIDEO

POVERTY AND UNEMPLOYMENT. I, DANIEL BLAKE.



PALME D'OR
FESTIVAL DE CANNES
WINNER

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My students are resilient, loving, appreciative, funny and streetwise. But there are very few smart, washed and pressed uniforms in class. They arrive in the morning, and are expected to concentrate without having had breakfast, or after only grabbing a packet of crisps and a can of pop on the way to school.

Friends in nearby schools report that they've joined the Brushing Buddies initiative, teaching children to brush their teeth, as their parents see toothbrushes and toothpaste as an expense they don't need.

A school in Lancashire recently made the news because it's washing clothes for parents almost every day, and giving many of them breakfast, as well as their children.

Secret Teacher: I'm faced with the realities of child poverty every day

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Watch Hunger Stop is more than a play on words, it is a charity created by the famous fashion designer, Michael Kors, that has provided 10 million nutritious meals to children in need. Kors' campaign features a lookbook of his notorious "Kors style" watches, with a big watch face and thick metal band. With the purchase of any of the watches, one hundred meals are donated to hungry children.

Because of his impact, Kors was recently named a U.N. World Food Programme Ambassador for those who do not have the voice to take action against poverty.

KORS
CARES



ACCESS TO SERVICES WITH DISABILITIES



Most people use their eyes while banking on the move

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Cities from Sweden to India are pushing for a **totally cash-free society**.

As more shops and transport networks adapt to **contactless card and touch-and-go mobile technology**, many major cities around the world are in the process of relegating cash to **second-class status**.

Some experts now fear a **two-tier urban realm** in which those on the lowest incomes become disconnected from mainstream commercial life by their **dependence on traditional forms of currency**.”

In The Rush Toward A Cashless Society, The Poorest Are At Risk Of Further Exclusion

Huffington Post.

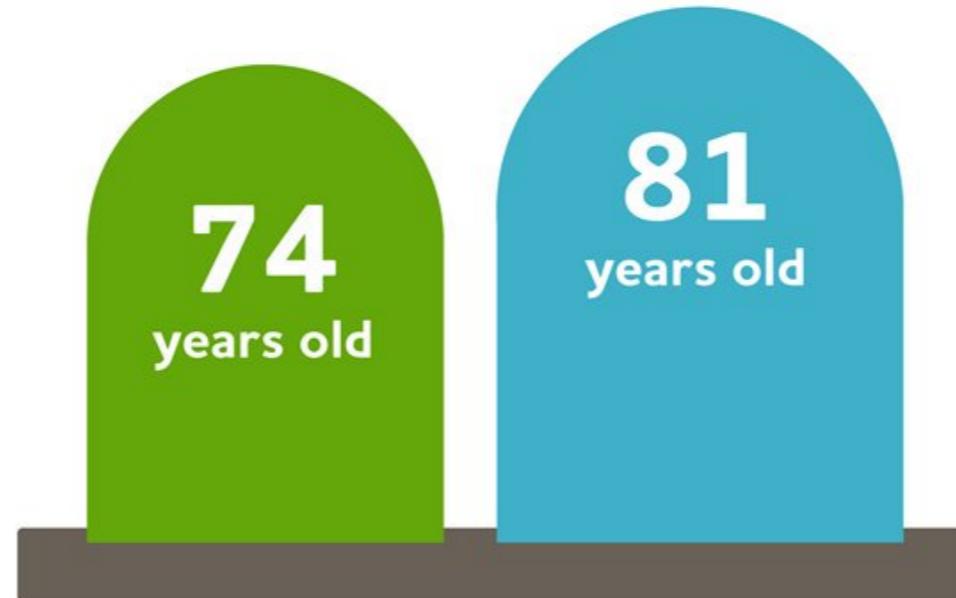
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Sir Michael Marmot, makes the case that reducing health inequalities is an urgent matter of social justice. Wealthy people are easily able to protect and improve their health. Poor people, quite often, are not.

In England, people living in the poorest areas will die, on average, seven years earlier than those in the richest areas. The gap in disability-free life expectancy is even greater at 13 years.

‘Fair Society, Healthy Lives’ Sir Michael Marmot, Joseph Rowntree Organisation 2016

People in poor areas die sooner and spend more of their lives with a disability



People living in the **poorest neighbourhoods**, on average, **die seven years earlier** than people living in the **richest neighbourhoods**...

...and the average difference in
disability-free life expectancy is 17 years.

Maltesers...



THE WORLD-WIDE MENSTRUATION TABOO



In **Islamic tradition**, menstruating women are not allowed to *pray, touch the Koran, nor observe fasting traditions*.

In rural **Venezuela**, menstruating women are forced to sleep in special **huts** for the duration of their period.



In rural **Ghana**, a woman is *forbidden* to enter a dwelling with a man or cook him food while she is menstruating.

In **India**, a menstruating woman is not allowed to touch **cows**.



In remote areas of **Nepal**, a woman is not allowed to interact with *anyone* during her menses; **she is banished to a special clay hut in the wilderness until her period is over**.



In many **Southeast Asian** communities, menstruating girls are not permitted to use the same water facilities as the rest of the community, *for fear of contamination*.



In **Kenya**, women in the semi-nomadic **Masai** region are not allowed to enter goat pens or milk cows while they menstruate, for fear they will *contaminate the animal*. They are also not permitted to consume animal products.



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But Bodyform hopes to help stop girls taking unnecessary breaks from their education by donating 200,000 sanitary products to those girls and women who don't have the means to buy them themselves. The brand is working with Prince Charles' charity In Kind Direct to distribute 200,000 free packs of Ultra Normal Wings Towels to charities up and down the country.



LGBT DISCRIMINATION VIDEO

NIKE'S LGBT-FRIENDLY "BE TRUE" COLLECTION



BUT OF COURSE SINCE 2015. THIS HAPPENED. . .

President Donald Trump announced Wednesday a ban on transgender people serving in the military, reversing U.S. policy in a series of tweets.

"After consultation with my Generals and military experts, please be advised that the United States Government will not accept or allow.....Transgender individuals to serve in any capacity in the U.S. Military. Our military must be focused on decisive and overwhelming.....victory and cannot be burdened with the tremendous medical costs and disruption that transgender in the military would entail. Thank you," Trump wrote in a trio of consecutive tweets.

<https://www.nbcnews.com/politics/donald-trump/trump-announces-ban-transgender-people-serving-military-n786621>

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In early 2018, we are arguably at peak “woke”.

From TV dramas such as **The Handmaid’s Tale** to the film **Mudbound**, **Kendrick Lamar’s Damn**, rare is the art form that doesn’t now engage with a struggle, and common is the artist who is criticised for abstaining (see Taylor Swift, whose vocal feminism clashes with her silence on Trump). And it’s responding to a consumer need.

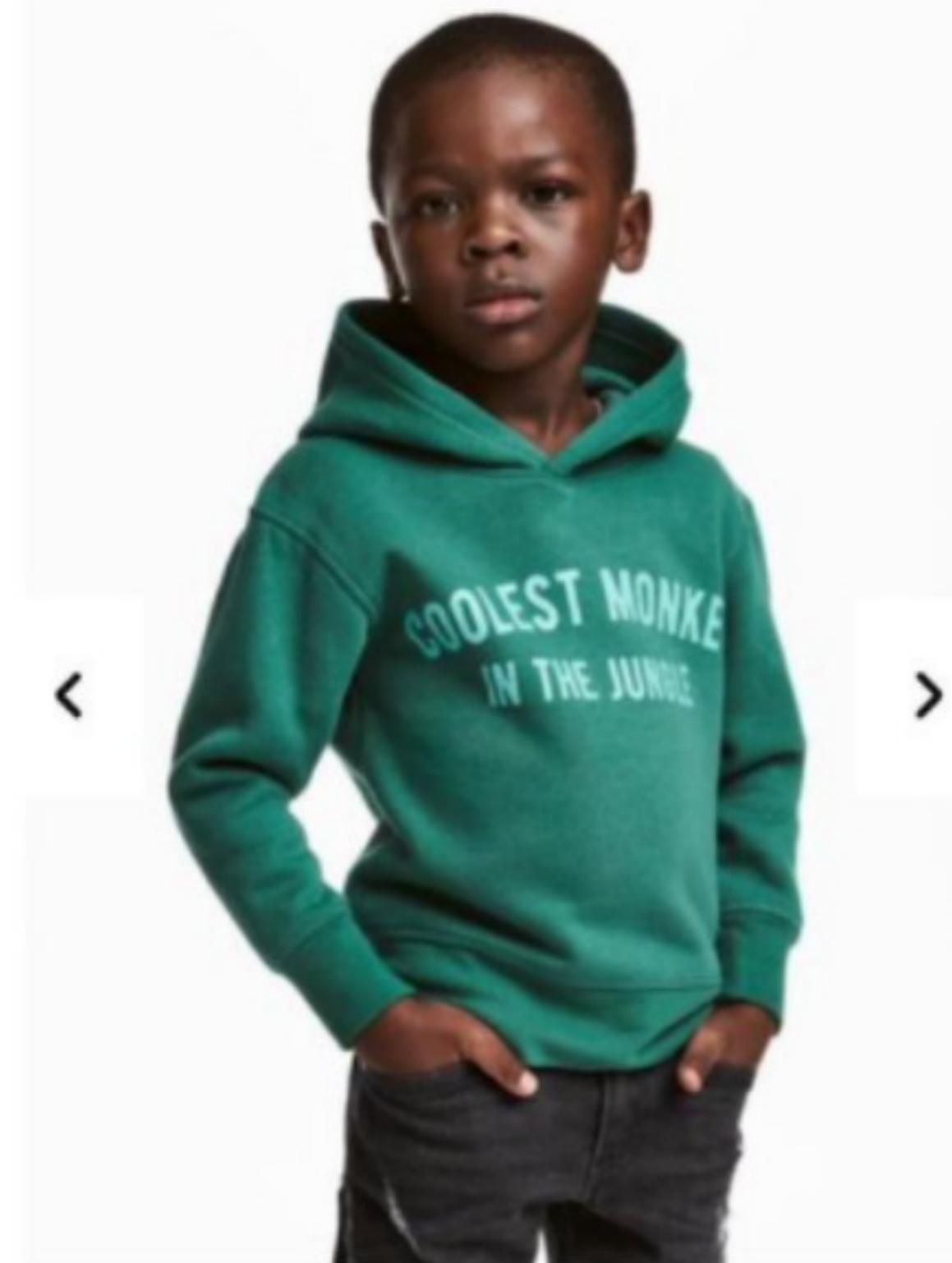
From #MeToo to #TimesUp to #BlackLivesMatter, the hashtagging, among a generation educated and empowered by the rise of social media, has been intense.”

Pop culture's re-awakening: is this political shift a movement or moment? The Guardian.

GET OUT MOVIE TRAILER



KING OF THE WORLD



I AM NOT BLACK. YOU ARE NOT WHITE. RICHARD WILLIAMS, (PRINCE EA) VIDEO

em·pa·thy - *noun*: the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and/or experience of another of

Once we understand the real problems people face, we can start feeling like them empathically and bring this into our work...



So, where are you going to get your insights from?



Thanks for watching. Sue Alouche.