

# Community Engagement in Underserved Areas

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# Ground Rules

- Do not be judgmental or condescending
- You are an outsider in their community, show respect
- You must earn respect, and develop trust
- In some cases you will need to build and develop trust overtime to create change



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# Your Physical Presence

- Uniform
- Badge
- Demeanor and nonverbal cues
- Tone
- Active listening



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# The 4 Basic Keys to Success

- Smile (naturally and non forced)
- Make eye contact
- Say hello and introduce yourself
- LISTEN



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# Understand Your Audience

- Pay attention to the person you approach
- Ask questions, but do not be interrogative
- Be relaxed and listen more than you talk
- Pay attention to what they say and what is important to them



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# Sociology 101

- Sociology is “The systematic study of the development, structure, interaction, and collective behavior of organized groups of human beings.”
- Uses research and analysis to come to scientific explanations for behavior of “groups”



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# Psychology 101

- Psychology is “the study of cognitions, emotions, and behavior of an individual person”
- Individual behavior
- Not group behavior



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# Why This is Important

- Sociologists have discovered through years of research that much of societal behavior is dependent or dictated by some social relationships – gender, race, religion, and social class
- Important issues about the environment, social and economic inequality, and vulnerable populations can be brought to the public eye



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# Why This is Important

- Helps the general population understand why these issues are important, as well as understand any lasting impact they may have (or have had) on society as a whole



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# Why This is Important

- Institutional racism - a pattern of social institutions (governmental organizations, schools, banks, and courts of law) giving negative treatment to a group of people based on their race
- My personal experience
  - School District of Philadelphia
  - Plainfield Rescue Squad



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# Things to Keep in Mind

- We have a unique opportunity to make culture shifts by positively influencing communities we work in
- This can affect entire communities and the way they think, treat and interact with their animals

# Sociology 101

- Norms
- Social Roles
- Cultures
- Bureaucracies



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# Norms

- “Social expectations that guide behavior”
- Explain why people do what they do in given situations
  - Shaking hands in USA
  - Unless the movie theater is crowded, never sit right next to someone
  - Go to the back of the line
  - Do not pick your nose



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# Sociology 101

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# Social Roles

- “A set of behaviors that are expected of someone who holds a particular status”
- We “play” a role
- Have many different social roles at different times
- Example: son, daughter, sister, brother, student, worker, friend etc.
- Each social role carries expected behaviors called norms



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# Social Role

- Understanding the “social role” of an animal care and control officer in society
- Understanding how officers interact with various traditions and cultures
- Treating impartially and fairly each ethnic group without promoting the particular beliefs or values of any group



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# William Shakespeare

All the worlds a stage,

And all the men and women merely players:

They have their exits, and their entrances;

And one man in his time plays many parts.



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# Sociology 101

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# Cultures

- “Beliefs, behaviors, objects, and other characteristics common to the members of a particular group or society”
- People and groups define themselves
- Conform to society's shared values
- Counter-Culture



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# Counter Cultures

- A way of life and set of attitudes opposed to or at variance with the prevailing social norm
- Counter cultures can become part of the mainstream culture over time
  - Gay rights in the United States
  - Tattoos and piercings



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# Sociology 101

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# Bureaucracies

- The most efficient and rational way in which one can organize human activity
- Systematic processes and organized hierarchies maintain order, maximize efficiency and eliminate favoritism
- AKA: The Government



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# Bureaucracies

- Doesn't have to be bad!
- In fact, it can be powerful and make effective change
- Programs that go INTO the community
- Laws that protect animals
- Community Policing



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# Community Policing

- Social role of police officer
  - Serve and protect humans
  
- Social role of animal control officer
  - Serve and protect animals AND humans



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# Community Policing

- COPS (Community Oriented Policing Services) – United States Department of Justice
- Builds trust with the community
- Reduces the fear of crime
- Empowers the community
- Builds a bridge between law enforcement and the community



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# 21<sup>st</sup> Century Policing

- Underlying Themes

- Change the culture of policing -guardians versus warriors
- Embrace Community Policing – not just a philosophy
- Ensure Fair and Impartial Policing – treat people with respect
- Build Community Capital- community meetings and proactive problem solving
- Pay Attention to Officer Safety and Wellness
- Technology



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# Understanding Cultures

- Every town is different
- Every State is different
- Every Country is different
- Doesn't mean any which way is right or wrong
- It's just different



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# Understanding Cultures

- Some things cultures do can be seen as negative
  - "McDonaldization" of American society
  - Online interaction rather face to face
  - Driving on the **other** side of the road
- Doesn't mean it is negative, just different



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# Although sometimes.....

- One societies culture can be dramatically different from another culture
  - Women not allowed to vote in Saudi Arabia
  - Gay rights in parts of Africa
  - Foie Gras in France
  - Elephants in Circus in USA
- Key
  - Protection of human rights
  - Protection to be free of unnecessary pain/suffering for animals



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# Social Role

- Animal Control Officer Role in Society
  - Help animals be free of unnecessary suffering
  - Protect human rights
  - Strengthen the human animal bond
  - Keep pets in homes that love them
  - Make long-term effective change for both humans and animals



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# Social Role

- Animal Control Officers **MUST** understand the cultures of those they serve
- Must not inject personal beliefs or beliefs of mainstream culture
- Follow laws, but remember some laws are unjust!
- Create long-term effective change



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# Long-term Effective Change

- Understand cultural strengths and challenges
- Don't always have to enforce laws through penalization
- Work with the positive norms of that culture
- Explain laws, but respect culture
- Change challenges into strengths over time



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# Long-term Effective Change

- Listening without judgment
- Explaining “why”
- Offering solutions
- Doing what is in the best interest of the animal while protecting human rights



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# Engaging the Community

- It is not us versus them
- Government serves the people
- Learning to work with cultures you serve
- Positive interactions
- Partner with your community
- Animal ambassadors



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# Partnering With Your Community

- Saves Lives
- Makes your job more enjoyable
- Makes communities safer
- Creates trust and respect
- Allows for open dialogue



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# To do this

- You must understand and respect cultural differences
- You must be compassionate to humans as well as animals
- You must be non judgmental (or at least in your role as animal control officer)
- You should ALWAYS ensure animals are free of pain and suffering



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# City of Santa Cruz

- High rate of homelessness
- Substance abuse and/or mentally ill
- Have pets
- Low vaccination rates
- Low spay and neuter rates
- Loving and caring owners



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# Response #1

- Volunteer Outreach Teams
- Tables at Homeless Services Center and Soup Kitchen
  - Vaccinations
  - Pet food
  - Flea medications
  - Assists with spay and neuter transports
  - Provide advice, an open ear and non-judgment



# Response #2

- Foot patrols of homeless encampments
  - Uniformed Animal Control Officer
  - Uniformed City Rangers and City Police
  - Non punitive
  - Strictly educational
  - Respectful and non-judgmental
  - Willing to listen, offer advice and assist



# Poverty

- Affects all cultures and ethnic groups
- Lack of resources to satisfy basic needs
  - Food, water, shelter



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# Sociology of Poverty

- “Concentrated Collective Poverty”
  - Afflicts an entire subgroup of people within that society
  - Lack of employment
  - Lack of industry and resources
  - Lower performing schools



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# Psychology of Poverty

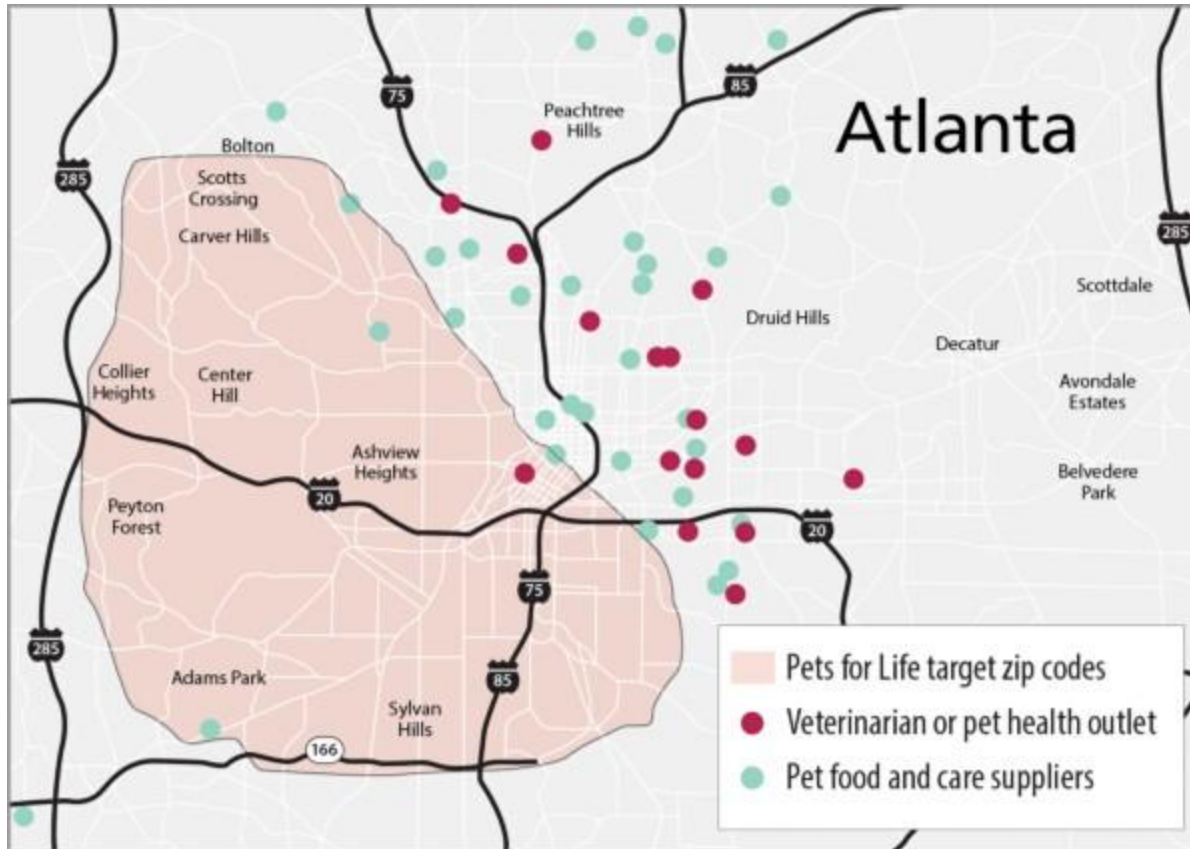
- Cannot “take a break” from poverty
- Spending money on “non essential” items to bring happiness
- Less room for error when making financial decisions



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# HSUS Pets For Life



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“AND IN THE END,  
THE LOVE YOU TAKE  
IS EQUAL TO THE  
LOVE YOU MAKE.”

PAUL MCCARTNEY



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