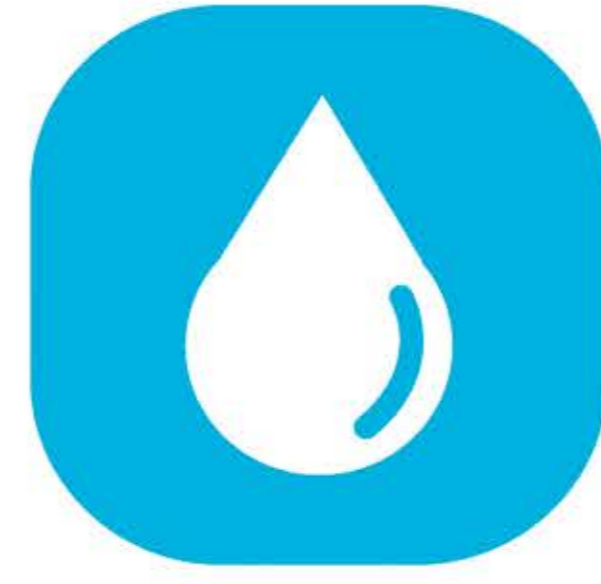# Grassroots Activism & Applied Anthropology

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TEXAS CAMPAIGN for the **ENVIRONMENT**

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Anthropology Informs Activists

Applied Anthropology: method of studying people and communities in their cultural context to understand how individual and group behavior is influenced by that context.

Grassroots Activism: method of changing political and cultural contexts by way of educating, organizing with and amplifying the voices of people and communities.

Anthropology Prepared Me For...

- **Building relationships** with community members
- **Building coalitions** with other organizations
- **Looking for patterns** in political views and rhetoric
- **Understanding cultural context** to inform decisions and strategy
- **Understanding influence of values** on politics and decisions
- **Appealing to values** to agitate and inspire action

The Work We Do

Canvassing

- Educating public on the environment
- Inspiring people to act and contribute
- Registering voters to enact change

Lobbying

- Amplifying public's collective voice
- Appealing to cultural values
- Persuading policy-makers to act

Letters to EPA Director Scott Pruitt

Research, Education & Outreach

- Identifying issues in communities
- Producing data & appealing reports
- Simplifying complex issues

Shared Principles on Justice

Grassroots Activists

Environmental Justice: Recognizing that some communities are disproportionately affected by pollution and risk, and working toward the fair treatment and involvement of all people regardless of race, color or income.

Applied Anthropologists

Working with Affected Communities

Chron
Groups demand answers about Harvey's impact on San Jacinto River Waste Pits site

AP ASSOCIATED PRESS
EPA orders cleanup at Texas toxic site flooded by Hurricane Harvey