

***Living the Good Life - Enabling Vulnerable
People to Have Valued Social Roles:
A Brief Introduction to
Social Role Valorization (SRV)***

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Materials Adapted from Dr. Wolf Wolfensberger

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Introduction

- SRV is a 3-day in-person event or virtual 6-partial day event
- SRV is about leadership development & meant to challenge mindsets & raise consciousness
- Mentored by Wolfensberger & SRV is part of my IOD work

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Outline Of Today's Presentation

1. Process of Devaluation -
Devalued Roles - Wounds
2. Social Role Valorization (SRV)
3. Themes of SRV – Briefly
discuss
4. Questions/Closing

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Wolf Wolfensberger 1934-2011



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Historical Context

- Scandinavian Idea/Practice – Normalization (1960's)(Nirge)
- Wolf Wolfensberger and Normalization (1972)
- Civil Rights/Parent Movement/Deinstitutionalization (1950's/1970's)

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Historical Context (continued)

- Wolfensberger Change from Normalization to SRV (1983)
- SRV Worldwide – Australia/New Zealand, Republic of Moldova, France, India, UK, Ireland, Holland, Canada, USA
- 2017 Ireland meeting with 7 countries
- 8th International SRV Conference in Ireland (2024)
- North American SRV Council
- International SRV Association
- Website/YouTube site (www.socialrolevalorization.com)

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The Process of Devaluation

- Persons with Devalued Characteristics
- Become Socially Devalued
- Cast Into Devalued Social Roles
- Rejected & “Distantiated”
- Symbolically “Branded” as Devalued
- & Oppressed, Punished, Brutalized

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A Tentative Definition of Social Devaluation

Low, or Even No, Value

To a Person or Group

By Another Person or Group

On the Basis of Some Characteristic

(Usually a Difference)

Perceived as Negatively Significant

by the Devaluer

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Devalued Roles

1. Non-human (pre-human, no longer human, sub-human (vegetable/object), other (alien))
2. Menace, Object of Dread
3. Waste Material, Garbage, Discard
4. Object of Ridicule
5. Object of Pity
6. Burden of Charity
7. Child – a. Eternal b. Once Again
8. Sick/Diseased Organism
9. Dying, or Already Dead
10. Commodity

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The 20 Most Common Wounds – Can Lead to Abuse, Neglect & Exploitation

1. Impairment – Physical
2. Impairment – Functional
3. **Low Social Status**
4. **Rejection**
5. **Cast into Devalued Roles**
6. Marked and Branded
7. Jeopardy of Multiple Deviancies
8. **Distanced – Segregation/Congregation**

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The Most Common Wounds - Can Lead to Abuse, Neglect & Exploitation

9. Loss of Control/Autonomy & Freedom
10. Discontinuity – Physical
11. Social & Relationship Discontinuity
12. Loss of Freely Given Relationships

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Cartoon (Adapted)

Wound #12 -Loss of Freely Given Relationships

Hi! – I'm Your New Social Worker. I Just Popped In To Say Goodbye.



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The Most Common Wounds - Can Lead to Abuse, Neglect & Exploitation

13. De-individualism
14. Involuntary Poverty
15. Impoverishment of Experience
16. Exclusion from Knowledge of Higher Order Value System
17. Having One's Life "Wasted"
18. Brutalization, "Death-Making"
19. Source of Anguish to Others
20. Becoming an Alien in Valued World

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A Way to Envision Social Devaluation/Wounds & SRV

You Feel Social Devaluation in Your Heart

You Use Your Head to Implement the 10 SRV Themes

You Need Both Your Heart & Head

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One Way of Conceptualizing SRV

Goals	Examples
First Order Goal	<u>The Good Things in Life</u> (The More Valued Roles a Party Holds More Likely to be Accorded Good Things in Life)
Second Order Goal	
Third Order Goal	

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The “Good Things of Life” For Most People

- ☉ Good Health
- ☉ Security, Safety, Protection
- ☉ A Home
- ☉ Friends, Family, Loved Ones
- ☉ Belonging in an Intimate Group
- ☉ Acceptance, Welcoming
- ☉ Not Being See as Odd, Strange
- ☉ Having a Say
- ☉ Freedom of Movement
- ☉ Access to Everyday Places in Community
- ☉ Being Treated as an Individual

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The “Good Things of Life” For Most People

- ☺ Opportunities & Expectations to Discover & Develop One's Talents
- ☺ Having Something Important to Contribute & One's Contribution Acknowledged
- ☺ Valued & Remunerative Work
- ☺ Access to Valued Occupations
- ☺ Fair & Just Treatment
- ☺ Respect
- ☺ Being Dealt With Honestly
- ☺ Transcendent Belief System

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A Brief Definition of SRV

The Pursuit of the Good Things in Life For
People Via The Pursuit of Valued Social
Roles For Them

Primarily By Means of Enhancement of the
Party's

Competencies & Image

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2 Broad Facts That Give Guidance for SRV

- Culturally Valued Analogue (CVA)
- Age Appropriate/Inappropriate

What is a Culturally Valued Analogue (CVA)

It refers to those ways and means that people with a **valued** status use to meet their needs. ...

Using the **culturally valued analogue** is a way of 'thinking typical'. The CVA grounds people with disabilities and those involved with them in ordinary life.

A Leadership & Career Studies Example – ASK
 What is life like for a
 typical matriculated student?

Age Appropriate/Inappropriate

- Suitable for a particular age or age group. If not suitable then it would be age inappropriate.
- Ask yourself, at my age is that something I would typically wear/do?
- No Mental Age Concept (25 & acts 3)

Look at:

Setting, Appearance/Dress,
Associations, Language,
Activities/Schedule, Other

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Another Way of Conceptualizing SRV

Goal	Examples
First Order Goal	The Good Things in Life (More Valued Roles a Party Holds the More Likely to be Accorded Good Things in Life)
Second Order Goal	Social Role Defense & Enhancement
Third Order Goal	Enhancement of Competencies of Persons at Risk Enhancement of Social Image of Person/Group

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10 SRV Themes – Strategies

1. **The Issue of (Un) Consciousness**
2. **Positive Compensation for Disadvantage: The “Conservatism Corollary”**
3. The Dynamics of Interpersonal Identification
4. The Power of Mid-Sets & Expectations
5. **Symbolism & Imagery Use, transfer, Generalization, & Enhancement**
6. Service Model Coherency, With its Constructs of Relevance & Potency
7. Developmental Model & Personal Competency Enhancement
8. The Power of Modeling & Imitation
9. **The Power of Role Expectations & Role Circularity in Deviancy Making & Deviancy Unmaking**
10. **Personal Social Integration, & Valued Social & Societal Participation**

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Some Change Movements- Raising Consciousness



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SRV Theme 2

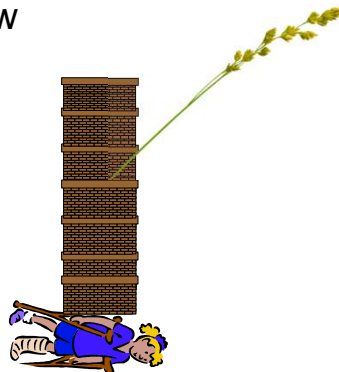
Positive Compensation for Disadvantage:

The “Conservatism Corollary”
Bending Over Backwards

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One Way of Conceptualizing The Impact of Multiple Wounds

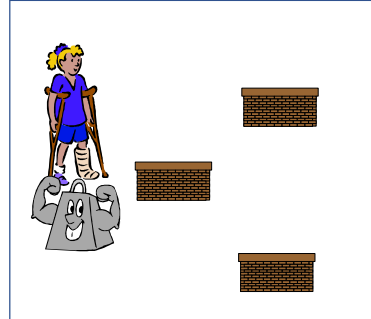
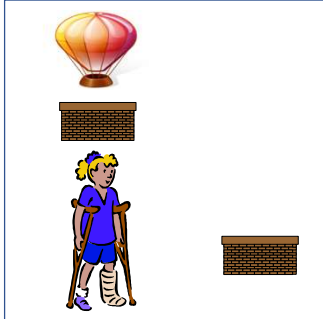
Prevention – Add No More Bricks, Not Even a Straw



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One Way of Conceptualizing The Impact of Multiple Wounds

- **Reduce** – Help the individual lighten the load, removing obstacles
- **Compensate** – These strategies add value, competence and confidence.



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SRV Theme 5

Symbolism & Imagery
 Use, Transfer,
 Generalization, &
 Enhancement



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Deviancy Image Juxtaposition (Images Side by Side)

Adolf Hitler



Guy



Ted Bundy



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Typical Media Through Which Role, Image, Value or Expectancy Messages Are Conveyed By, To, & About (Devalued) People

- Physical Setting
- Personal Presentation
- Social Juxtapositions, Associations, & Groupings
- Language, Including Logos
- Activities, Use of Time, & Rhythms
- Miscellaneous Other Media & Ways

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SRV Theme 9

Role Expectancies & Circularities

(+) Feedback Loops (-)



Valued Roles versus Devalued Roles



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College of Education and Human Development | Institute on Disabilities

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SRV Theme 10

Personal Social
Integration & Valued
Societal Participation
(Friendships & Relationships)



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In Other Words

People with disabilities have friendships and relationships with valued people without disabilities, beyond family and staff, participating in valued activities, in typical community settings.

People with disabilities certainly can have relationships and friendships with other people with disabilities if chosen and not because of segregation and human service convenience.

A Further Description of SRV

SRV does not tell you what to do, or what values to hold.

Rather, it acts as a useful roadmap to address the social devaluation experienced by persons who are disabled.

It offers specific ways to think about what you do, an “If this, then that” perspective, that calls forth a soul searching of how one’s personal values impact the lives of people who are disabled.

SRV Resources

- Monograph – *A Brief Introduction To SRV: A High Order Concept For Addressing The Plight of Societally Devalued People, and For Structuring Human Services* (4th Edition, 2013) **Valor Press** , Valor Institute , 200 du Comté Road, P.O. Box 110 , Plantagenet, Ontario K0B 1L0 , 1.613.673.3583 , www.instvalor.ca , or write to Sylvie Duchesne at sduchesne@instvalor.ca
- SRV Journal (marc@srvip.org)
- Valuing Lives: Wolf Wolfensberger and the Principle of Normalization (film)
- www.socialrolevalorization.com

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Questions/Closing



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