

*A BITE OF COMPASSION  
AND THE POWER OF  
ONE: ONE MEAL,  
CHOICE, PERSON CAN  
REDUCE ANIMAL  
SUFFERING*

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# The Power of One

- People sometimes feel overwhelmed and wonder what difference they can really make in a world of suffering. This talk explores the impact that one meal, one choice, and one life can make to benefit animals, the planet and health. In a world where knowledge is power, this talk will arm you with knowledge, strategies and examples of the power of YOU to make a difference!

# The Power of One



# The Sand Dollar

- An old man was strolling along a beach one day. In the distance he saw a young boy and girl reach down, pick something up and throw it back into the sea. Drawing nearer, he saw that the sand was littered with thousands of small stranded sand dollars. The children were patiently picking them up, one at a time, and returning them to safety below the water. "What are you doing?" he asked. "Saving sand dollars," replied the children as they continued about the job at hand. "But the beach is littered with dying sand dollars. What possible difference can you make by doing this?" The young girl bent over, picked up another, and threw it back in the water with all her might. Then, turning to the old man, she said with all the wisdom of a child:

"I made a difference for that one."

# The Power of One

- The average vegetarian spares the lives of over 50 animals each year. That adds up to many animals who will not endure unimaginable suffering.
- **What difference will one person choosing a plant based diet make one bite at a time?**
- A huge difference. The average UK meat eater consumes, in the course of their lifetime, 5 cattle, 20 pigs, 29 sheep and lambs, 780 chickens, 46 turkeys, 18 ducks, 7 rabbits, 1 geese and half-a-ton of fish.

# Vegetarian Stereotype Debunked

- Say the word, “vegetarian” and many people will immediately picture the stereotype of granola-munching, Birkenstocks and tie-dye wearing, dreadlock hippies in a PETA tee.
- Fact: 12,000,000 in US are vegetarian (4.2% of pop)
- Male: 30% Female: 70% Over 40 Years Old: 55%
- College Education: 30% Income above 35,000: 44%
- Married: 48% Occupation White Collar: 37%
- With Children under 18: 37%
- *Vegetarian Nutrition, Joan Sabate' ed.*

# Reasons Cited

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- Health: 46%
- Animal Suffering: 15% or Ethics: 5%
- Environmental Concerns: 4%
- Influence of others: 12%
- No reason given: 18%

# Why should I Care?

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- Sheer compassion demands that we care.
- We must not turn away with our eyes from that which they cannot turn away with their bodies.
- Because suffering is suffering.



# The Story Book Farm is Hard to Find



# Why Should I Care?

- ❑ McDonaldization of Old McDonald's Farm



# Animal Suffering

- The suffering these animals undergo is so extreme that to partake of food from these creatures is to partake unknowingly of the abject misery that has been their lives.
- We are ingesting nightmares for breakfast, lunch and dinner.
- It's not the killing of the animals that is the chief issue here, but rather the unspeakable quality of the lives they are forced to live.
- *John Robbins, Diet for a New America*









# They Can Feel Pain and Deserve Kindness



# The Power of One

- “One way in which we can truly make a difference is to think about what we eat. Each decision we make-what we choose to buy, choose to eat, will have an impact on the environment, on animal welfare-and importantly, on human health.”
- Jane Goodall, *Harvest for Hope*

# Making a Difference

- *“Remember that every food purchase is a vote. We might be tempted as individuals to think that our small actions don’t really don’t matter, that one meal can’t make a difference. But our food purchases, our food choices as votes, will determine the way ahead for our planet.*
- *There is a delicious and powerful food revolution occurring where people have adopted a lifestyle of health and sustainability and are willing to take actions that support their beliefs.”*
- *Jane Goodall, Harvest for Hope*



# How I learned the Power of One

- One day
- One person
- One choice
- One life
- It can make a difference
- Two personal experiences with some heroes who demonstrate the Power of One
- Hurricane Katrina
- Emerging Chinese Activists

# Hurricane Katrina



# Making a Difference

- The Difference One Person can Make
- Hurricane Katrina changed my life forever.
- I will never again say what difference can one person or one day make. After Hurricane Katrina I spent one month feeding and searching for animals that needed help. Even one hour, one day every choice we make can have an impact.
- I'd like to tell you the story of Eve.



# Christmas “Eve”



# The Story of Eve

- “My real Christmas gift was a cat named Eve. I needed a good ending after a couple of days of frustration. And Eve gave that. Volunteers had found her living at a house when they were feeding at stations. She followed them around, rubbing on their legs and purring. They had to leave her behind. I later came back to the spot and heard the meow, the sweetest sound I have heard since arriving and one that I so often strain to hear in the houses and streets, and rarely hear. She hopped up out of an abandoned car in the driveway and came to eat two cans of food. I scooped her up and she road first class back to Celebration Station.”



# Story of Eve



# The Power of One





# A Child's Power





# Christmas Day in the Ninth Ward



# The Power of Many Emerging Chinese Activists





# China's Meat Markets



# Cage Confinement





# Slaughter in Nanjing market



# Market Transport Conditions







# A New Era for Animals in China





# Freed by the Activists



# Taken from the Hook



# Leafleting





# Message in Music



# Rescue Sanctuaries are Emerging





# A Safe Place to Live



# There's No Place Like Home



# Social Movement Strategies, Tactics and Techniques

- Successful strategies for change can be attitudinal or behavioral
- Best way to change attitude is through education
- Best way to change behavior is through laws
- For deeply held values, faster results are through behavioral change and eventually attitudes catch up
- Deeply held values take two or three generations to change



# Tactics and Techniques

- Tactics fall into two categories:
- Institutional tactics use institutional channels such as media, policies, and organizational and institutional authority.
- Direct action tactics use extra institutional means such as boycotts, protests and demonstrations.

# Emerging Activism in China: Institutional Tactics

- Examples of institutional techniques emerging in China include:
  - The new animal welfare law.
  - Exposure of the cat/dog meat issue through music, internet sources such as Youtube and traditional news media such as, CNN.
  - Working directly with police and government officials to capture and curtail and transport.
  - School/community humane education talks.
  - Local community shelters and TNR programs.

# Emerging Activism in China: Direct Action Techniques

- Examples of direct action techniques emerging in China and being used by Chinese activists include:
- Vigils and memorials in front of restaurants that serve cat meat or perpetrators of cruelty.
- Breaking into and freeing crates of animals enroot to Guangzhou. Some in Shanghai have laid down under the trucks and trains to prevent them from leaving.
- Leafleting at events.

# *Institutional and Direct Action: A Closer Look*

- ***Four Key Successful Techniques***

- (Older Techniques)

- 1. Labor Strikes – Have lost some power today.
- 2. Boycotts – Feasibility and Timing. Must have an easily accessible and affordable alternative. Image and product boycotts. If you can get an 18% participation rate among the constituents, you can affect a 3% market impact.

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- (Newer Techniques)

- 1. Ballot Initiatives – ex. from Oregon – medical marijuana, assisted death, ban of leg hold traps, caged hens. Just because it passes does not mean it will not eventually be repealed by a body of legislators.
- 2. Shareholder Referendums – A shareholder can introduce a policy referendum that is then required to be voted on by all shareholders. So activists are purchasing stock in order to introduce changes. The corporations are now changing the policies so that greater amounts of stock must be held. Still, a very useful tactic as the statement of the proposed change must be sent to all voting shareholders so it provides a vehicle for education.
- The question of protests. They should be thought of as a beginning point, not an end in itself. It only creates group solidarity and public awareness, not the desired change. So protest, but then what??????

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# *Pick a Target and Create your Recipe for Engagement*

- Institutional Techniques:
  - Petitions, Ballot Initiatives, Legislation, Shareholder Referendums, Letters to newspapers, corporations and legislators.
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- Direct Action Techniques:
  - Strikes, Boycotts, Protests, Sit-ins, Riots, Media
  - Create individual plans for action that you can implement after this workshop.
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# Structure for Successful Action

- *Structure for Successful Action*
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- 1. Goals- This is your belief or mission statement.
- Objectives- This is the specific thing you want to accomplish. It is measurable/specific.
- 2. Strategies- Attitude and/or Behavior. These are the broad organizational plans. This sculpts what techniques to use and helps keep the group poised for action. Do you want to focus on attitudinal change or behavioral change? The best way to change attitudes is through education and then the behavior subsequently may change. The best way to change behavior is through regulations such as laws. An example of this two pronged approach in the movement toward drinking responsibly.
- 3. Tactics- Institutional or Direct Action. Either style tactic may be used for both behavioral and attitudinal change. Institutional tactics work within recognized or legitimate channels. Direct action tactics work outside the institutional channels but this does not mean they are illegal.
- 4. Techniques -
- (Institutional examples) Petitions, Ballot Initiatives, Legislation, Shareholder Referendums, Letters to newspapers, traditional media, corporations and legislators.
- (Direct Action examples) Strikes, Boycotts, Protests, Sit-ins, Riots, Social Media

# *The 10 – 40 – 40 – 10 Rule*

- *The 10 – 40 – 40 – 10 Rule*
- Public opinion experts suggest the following ratio to work with that on any given issue.
  
- 10% are activists on the issue
- 40% are sympathizers on the issue
- 40% are indifferent on the issue
- 10% are opposed on the issue.
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- Most groups or individuals waste their time arguing with the 10% who are apposed. Write them off-they will be dead soon anyhow. Instead work on the 40% who are indifferent to the issue and move them into the sympathizer camp before they lean toward the opposing camp. It is here that collective action strategies have the most impact. Also, don't expect to generate more into the activists' camp.
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# Core Values

- Psychologists suggest that only about 40% of deeply held or core values can reliably be changed. But remember issues that were once considered radical or fanatical are now considered mainstream.
- 1. Child labor laws
- 2. Rule of Thumb
- 3. Slavery
  
- It takes about two generations for deeply held values or attitudes to change. For deeply held values, you may not want to wait two generations so it is best to use a two-pronged approach-attitudes and behavior. This makes sense because it is faster to; change behavior. If you can reliably change my behaviors, eventually my attitudes catch up.
- It is a process of sensitization and/or desensitization.
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- To work on attitudes or values, best to work within what is called the latitudes of acceptance slowly moving the person or group in the direction of the desired change. This also works for behavior, but for behavior, you can also work within the latitude of rejection (for example with the prohibition of smoking in public places).

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# Three Levels of Activism

- (ex. Dolphins in captivity or caught on drag nets while fishing for Tuna)
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- Head Stage-You hear about it say from someone at a conference like VegFest and thus you have an intellectual understanding of the issue. The question you ask is: Is this a valued behavior for humans to participate in and where do I stand?
- Heart Stage- You begin to develop a feeling of empathy and a shared sense of compassion for the beings and their suffering and you choose to no longer eat tuna or to eat only tuna that has been certified as dolphin safe. You also choose to not endorse recreation facilities that house captive, wild caught dolphins for profit and instead support those facilities that provide sanctuary for injured and orphaned marine mammals. The question you ask is: How can I get involved?
- Gut Stage- The issue moves from the heart to your solar plexus. It becomes distasteful to you inside. The issue is anchored to your identity of who you are. The question you ask now shifts from how can I get involved to: How can I not get involved. It is when you can no longer not do it; not acting is no longer an option. You join the Greenpeace ships that sail in between the ships who are raping the oceans and risk your life to stop the netting of tuna that also traps dolphins. Or you organize a protest at the local aquarium.
- At the far stage of level three, you may act like someone who is finishing a book or master's thesis wherein you find a way to turn every discussion to this issue each time among fiends and family. The challenge is to find loving ways to generate empathy and action through modeling the desired behavior and providing information, instead of through arrogance and dogma.
- Most of us hover between the latter stages of level two and beginning stages of level three on core issues.

# Conclusion

- Remember that when you choose to act it may cost you. It may cost you your time, money, your family or even your life. And you will make mistakes. The only other option is to not get involved and that is not an option.
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- Once the door has been opened, the choice of complacency or to cross over the threshold is up to the individual or the community. But once you as an activist have opened the door of awareness, that person or group can never again hide behind a cloak of ignorance. So be a vehicle who opens many doors in many ways in life and thereby contribute to the collective consciousness of the planet.
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- Take care of yourself as the best method to keep from getting overwhelmed. Remember that each and every effort contributes to the collective evolution of that issue.
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# The Power of One

- How many of you remember the full names of all four of your great grandparents? That's how quickly this earth life is forgotten. So, to quote an old rock star: "All that really matters in life is the way we live our life."
- By living in service to the evolution of the collective consciousness of the planet is how our lives can have an everlasting impact.



# The Power One Meal, Choice, Life

## U.S. Per Person Meat Consumption each Year

Chicken...87 lb (15 lives)  
Turkey... 18 lb (2 lives)  
Veal...1lb  
Lamb...1 lb  
Beef...66 lb (1 lives)  
Pork...51 lb (1 lives)  
Fish...16.6 lb (80 lives)  
Shell fish...8.8 lb (200 lives)  
Eggs...259 (259 lives suffer)  
Total:...20 warm blooded  
animals, 259 eggs, 500 cold  
blooded lives

# Animal Suffering

- “Cows, calves, pigs, chickens, turkeys, ducks, geese, rabbits and other animals are kept in small cages or stalls where they are often unable to turn around. They are deprived of exercise so that all their energy goes toward producing flesh, eggs, or milk for human consumption. They are fed drugs that fatten them more quickly, and they are genetically manipulated to grow faster or produce much more milk or eggs than they would naturally.”
- *Senator Byrd in a speech to the US Senate*

# A Concluding Story: Power of One

- An article in National Geographic several years ago provided a penetrating picture of God's wings. After a forest fire in Yellowstone National Park, forest rangers began their trek up a mountain to assess the inferno's damage.
- One ranger found a bird literally petrified in ashes, perched statuesquely on the ground at the base of a tree. Somewhat sickened by the eerie sight, he knocked over the bird with a stick. When he gently struck it, three tiny chicks scurried from under their dead mother's wings. The loving mother, keenly aware of impending disaster, had carried her offspring to the base of the tree and had gathered them under her wings, instinctively knowing that the toxic smoke would rise. She could have flown to safety but had refused to abandon her babies. Then the blaze had arrived and the heat had scorched her small body, the mother had remained steadfast. Because she had been willing to die, those under the cover of her wings would live.



# If You Can't Do Really Great Things, Then

- Do Little Things Really Great!



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