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**The Theory of**

# Social Role Valorisation

- in relation to Citizen Advocacy practice

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# HISTORY OF SRV THEORY

- In the 1970's the Principle of NORMALISATION was developed by Professor Wolf Wolfensberg. His main interest was in the quality of life of people with disabilities.
  - At this time many people with disabilities were housed in large Institutions, where they had no autonomy or ability to interact with the broader society.
  - Because people were segregated in these Institutions they became stigmatised, seperated from community and family, and were given dehumanising labels.
  - People living in the Human Services System were at a greater risk of experiencing abuse, ill-health and dying earlier than those in the general population.
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# NORMATISATION PRINCIPLE

- **Stated that people with disabilities should have access to the same patterns and routines of everyday living as everyone else in society.**
  - **This includes the right to have a say in:**
    - **Housing**
    - **Work**
    - **Recreation**
    - **Education**
    - **Choice**
  - **Normalisation had a huge impact on services available to people with disabilities, starting with the the closing down of Institutions, and therefore people being rehoused in Group Homes in the community.**
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# SOCIAL ROLE VALORISATION

- **To achieve Normalisation for people with disabilities, Wolfensberger realised that the social stigma and wounds that people experienced needed to be addressed.**
  - **The concept of 'Social Role Value' was devised to give the general society, service workers and the devalued people themselves, a way of reimagining the life of a person who has been excluded from normal roles in society.**
  - **These people were deeply wounded by the attitudes of society which lead to them being perceived as**
    - **Other/less than human**
    - **Eternally childlike**
    - **A burden on family/society**
    - **Deviant/menace**
    - **Dead/could be dead/should be dead**
    - **Object of charity/pity**
    - **Object of ridicule**
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## **DYNAMICS OF 'OTHERING' OR SOCIAL DEVALUING**

- > Whatever we perceive about others - conscientiously or unconsciously, positively or negatively - is subjective**
  - > When we devalue something or someone we give low or negative value to it or them**
  - > This is a PERCEPTION and is not inherent in the person or entity**
  - > Individuals or a collective can be devalued**
  - > It is part of who we are to devalue others, eg. Refugees, elderly people , illegals, people with disabilities, minority groups**
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## ➤ **What is Valued by Society?**

- **Wealth**
  - **Physical Beauty**
  - **Strength**
  - **Youth**
  - **Newness(novelty)**
  - **Independence**
  - **Productivity**
  - **Choice**
  - **Individualism**
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# BENEFITS OF VALUED SOCIAL ROLES

- **Holding valued social roles attracts positive responses, interactions and regard**
  - **Acceptance, respect and autonomy**
  - **Aspects of an individual's behaviour will be ignored if that person is highly valued**
  - **Some roles are :**
    - **Tenant/home owner**
    - **Customer**
    - **Sister/brother/son/daughter**
    - **Volunteer**
    - **Worker**
    - **Husband/Wife/lover**
    - **Neighbour**
    - **Voter**
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# HOW IS SRV ACHIEVED?

- **Social Role Valorisation is implemented by using**
  - **Image enhancement** - positive images, showing achievements, present in general media
  - **Competency enhancement** - higher expectations in education, support to work in variety on workplaces, opportunities to gain skills, creative endeavours
- **Wolfensberger designed a method of delivering greater value to individuals by the creation of **Citizen Advocacy relationships****



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## SRV IN THE CITIZEN ADVOCACY PROGRAM

- Having a Citizen Advocate is one way to give a person, who is marginalised and devalued, the possibility of becoming a normal member of society and for them to feel valued and accepted.
  - The valued citizen enters into a freely-given relationship with a person who has experienced stigmatisation and wounding in their life.
  - Because the relationship is freely-given the advocate can confer 'value' onto the person with a disability, simply by choosing to associate with them.
  - The person with a disability(participant) gains a greater self-worth and is able to interact with the wider society because they now have an advocate who has no conflict-of-interest, and who is respected by others.
  - The service system is also held to account by the advocate, so the participant can have more choice and control over their life.
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