

Slow no Longer on Saving our Environment
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Summary:

The Idle No More movement is a peaceful and powerful movement working to stop bills that could potentially hurt the environment. The government is not thinking of the negative affects they could have on the water supply and the environment as a whole by passing certain bills. Idle No More has so many messages they want to get across to stop the passing of these bills and future bills to come. Even though the Idle No More movement has developed far to many points they want to get across that they have begun to lose the message they began with, this movement is helping to save the environment and the water supply, this is a powerful movement helping to protect the environment from pollution.

Background –

Idle no more is one of the largest indigenous mass movements in Canada. It was started by four first nations woman as a peaceful movement against a bill known as C-45. This bill was going to dilute tribal sovereignty and environmental protection there have been hundreds of protests and rallies along with teach-ins throughout the country. This movement is trying to protect the environment and indigenous sovereignty. This movement is working to pressure the government into protecting our environment. The most recognized voice for this movement was Theresa Spence. She was a first nation chief. She went to extreme lengths to force a meeting with the prime minister to talk about the violations of the indigenous treaty. The extreme length that Theresa took was a Six-week hunger strike. Idle No More is a movement that is calling on individuals to join a revolution that protects the land and water. A more recent event occurred that is related to the Idle No More Movement. This event was an anti fracking protest that ended in a clash between the protestors and the Royal Canadian Mounted Police. This event took place all over Canada on October 17th when peaceful protestors were blockading highways and bridges around Canada to protest the fracturing of deep underground rock in search for natural gas. However these protestors believe that this process could damage the environment and contaminate their drinking water. This protest was supposed to be peaceful however some areas got out of control and RCMP cruisers were light on fire and RCMP shot bean bags and bear spray. This protest resulted in over 44 arrests that ranged from mischief to uttering threats. These people that were arrested will be held in jail over the weekend. There has been a lot of he said she said going on between the protestors and the RCMP about who caused this protest to change from peaceful to destructive. This

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Findings –

The Idle No More Movement began in 2012 and has grown sense. What started as university and school teach-ins has become more than just that. It has grown to include rallies, and have now developed into flash mobs in parks, and shopping malls. They are working to get their message across to government officials that they are going against long-term treaties. There were liquid only hunger strikes and blockades of railway lines to try and get their message across. All of this was done in attempt to show their frustrations towards the government about the lack of communication to the First Nations about these bills. The Idle No More Movement sparked interest of the media and began to peak interest of the public. It quickly transitioned into social media campaigns, which began to spread the word more quickly, and sparked other activist movements. It became a national and an international movement with other First Nation communities. As quickly as this movement came into the media it quickly began to fade. It is still around

today and continues to educate people on the colonization of indigenous people in Canada its impact on the public's consciousness has faded. This movement experienced a lot of negative criticism mostly racial stereotypes. They also were accused and portrayed as being terrorists. They were often characterized as being lazy and unproductive members of society. They were accused of wasting and draining public resources. This however did not stop the Idle No More Movement and they continue to try and get their point out there and fight for what they thought was right. They are still fighting for what they believe in to this day almost exactly a year after the movement began. An important aspect of this movement is Crisis Response. Crisis response depends on three things and that is the public and political environment in which the crisis is occurring, the culture and inner workings of the organization facing the crisis, and lastly Human Nature such as how will the persons and groups involved most likely react to the crisis itself, to attempts to alleviate it, and to various communications, events or activities. These three things figure into the Idle No More events because they have explained and showed the public and political environment in which this is occurring, they have shared the inner workings and culture of the organization and they have shared their human nature how they plan to take action with communication, events and activities. Social Media had a huge impact on media coverage of the protest that occurred on October 17th. Twitter was one of the first types of media to have coverage about it within the first six hours followed by YouTube, Facebook, Flickr, and dig by hour 12. When you Google this event the bulk of information that first pops up are tweets about the event taking place so clearly this was a huge part of the media coverage for this confrontation.

Conclusion—

The Idle No More movement like stated in the summary is a peaceful and powerful movement working to stop bills that could potentially hurt the environment. They are fighting the government, which is not thinking about the consequences of selling off land that belongs to the First Nationals Community according to treaties that were signed when the government and this community were trying to come together. The government selling this land could potential hurt the environment as a whole by passing certain bills Idle No More has so many messages they want to get across to stop the passing of these bills and future bills to come. According to the four types of Crisis, the following crises have occurred in the Idle No More movement is Management Decisions. They are standing up about how the company that is planning this exploratory search has never consulted with the first nations people to gain their consent for exploratory drilling on their reserve however the companies website has claimed to be fulfilling the necessary steps towards drilling. The company was just going to push it under the rug and not let people know that they did not get their approval. These types of things have been occurring since the 1960's with companies and politicians just hiding things and not being honest about their decisions and actions they have taken against the first nations people. Even though the Idle No More movement has developed so many points they want to get across they have begun to lose the message they began with, this movement is helping to save the environment. In saving the environment it will also help save the water supply, this is a powerful movement helping to protect the environment from pollution. The Idle No More Movement is a significant case study in the field of activist campaigns because these individuals were fighting for what they believe is right and what

they believe is intruding on what is rightfully theirs. The Idle No More Movement is a movement that is still young and is important. It has started to move away from the reasons they started. They still believe in saving the environment but have also gained so many other messages they want to get across. This movement although has not quite been as successful as they would have hoped is still working to grow and become bigger and more recognized. This movement is growing everyday and they will one day get their land back and get the government to recognize the treaties that they had previously made with these communities. One day they will be able to save the environment from further pollution and to help save the water supply in the country of Canada. This movement if it continues to grow and develop will be able to get others to understand and join with their movement and help them fight for their rights to the land that was once theirs. After the October 17th events most people are now for and stand with the Idle No More movement after reading and hearing reports about the protest and hearing about how the RCMP acted toward them. They have clearly shown why they are standing up against this and people are beginning to see the issues that stand with continuing with this fracking. I say this because previously people were not entirely sure if they were just looking for attention or if they really had ground to stand on and now it is clear. I believe that more people are for this movement but I also do not think they will do anything about it they fall into the category of leaning favorable.

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