



CATHOLIC SOCIAL TEACHING

Challenge: Media and Culture

CATHOLIC SOCIAL TEACHING | KEY INITIATIVE #1

Develop and implement comprehensive use of technology to promote Catholic Social Teaching.

QUICK HITS

- > Use social networking to advertise outreach activities.
- > Encourage people to share their faith in action on social media.
- > Create an archdiocesan portal to advertise events and activities. Encourage parishes, schools and organizations to add opportunities to a searchable archdiocesan database.
- > Update archdiocesan website regularly; create more dynamic content.
- > Highlight good websites, Facebook pages, Twitter users and organizations to follow.

INNOVATIVE IDEAS

- > Create high-quality videos, apps or other technology that address specific issues of Catholic Social Teaching.
- > Provide educational media (as seen in evangelical churches) for parishes and schools to promote existing initiatives, respond to false criticism and social issues.
- > Partner with Catholic high schools, colleges and Office for Catechesis to create and implement technology to catechize our youth and young adults.
- > Develop an interactive app for Catholics on how to apply Catholic Social Teaching in their daily lives.
- > Invite a dynamic Catholic presenter to offer a series on Catholic Social Teaching.

CATHOLIC SOCIAL TEACHING | KEY INITIATIVE #2

Strengthen the relationships of the Archdiocesan Social Ministry Office and area organizations, such as the John Paul II Center, Catholic Charities, Catholic Relief Services, World Mission Ministries and St. Vincent de Paul Society to promote a unified and integrated mission and vision for Catholic Social Ministry.

QUICK HITS

- > Create stronger relationships between the Archdiocesan Social Ministry Office and other archdiocesan social ministry organizations through a new organizational structure that reinforces collaborative communication and mission.
- > Ask parishes and Catholics: How can our office be of help to you? Make regular contact and visits with parish committees and staff persons.
- > Catholic Charities work in collaboration with parishes to respond to the needs of refugees more effectively.

INNOVATIVE IDEAS

- > Hire additional staff in archdiocesan social ministry to reach out more effectively.
- > Create an Archdiocesan Social Justice Resource Center.
- > Work with ecumenical/interfaith partners on social issues.

CATHOLIC SOCIAL TEACHING | KEY INITIATIVE #3

Develop and implement multigenerational formation on Catholic Social Teaching that includes catechesis, advocacy and service.

QUICK HITS

- > Offer events/speakers several times a year for the archdiocese or within districts. Bring in attractive, engaging speakers to address specific social issues.
- > Offer retreats or days of reflection geared toward Catholic Social Teaching with hands-on activities, immersion opportunities at local sites, speakers, etc.
- > Develop an online forum for parish, school and/or local organization best practices.
- > Sponsor movie nights, featuring popular films and discussion through the lens of Catholic Social Teaching, in neutral venues.

INNOVATIVE IDEAS

- > Offer an annual ministry fair for the whole archdiocese. If offering Catholic Fest, include booths or representatives of organizations that serve.
- > Develop theological reflection materials to assist people in connecting Church teaching, their faith lives and their experiences of serving others.
- > Create a multiple-year campaign to help Catholics become more aware of Catholic Social Teaching.
- > Create adult formation materials on Catholic Social Teaching, i.e. round table discussions, book discussions with study guides, speakers bureau, “tool box” for parishes.
- > Research and engage or develop a curriculum to be used in Catholic schools, Christian formation programs, and intergenerational programs to catechize youth about Catholic Social Teaching.
- > Offer regular “mission” trips (pilgrimages, immersion opportunities, service trips) for youth and adults, connecting the Catholic faith to the desire to serve.
- > Use existing forums on work and faith/Catholic business networking groups, as well as new ones, to connect faith, work and Catholic Social Teaching.

CATHOLIC SOCIAL TEACHING | KEY INITIATIVE #4

Proactively communicate how we are already making a difference in the area of Catholic social outreach (evangelization and marketing).

QUICK HITS

- > Send positive messaging of the good happening. Take the opportunity to tell our own story and share the Good News.
- > Showcase the terrific work already being done throughout the archdiocese in various forms of traditional media, social media and parish and school communications.

INNOVATIVE IDEAS

- > Develop radio and television commercials on Catholic Social Teaching, and the many ministries of the Church. Create wild Superbowl ads, or create animated series.
- > Have a bus take Catholics around the community to see the good work being done, with reflection sessions.

CATHOLIC SOCIAL TEACHING | KEY INITIATIVE #5

Provide a strong, coordinated, Catholic response in relation to social issues in our communities in the archdiocese.

QUICK HITS

- > Billboards that promote Catholic Social Teaching.
- > Restore the annual archdiocesan peace and justice awards dinner.
- > Provide clear guidance from the bishops on current social issues through a variety of communication channels, and mobilize for advocacy.
- > Promote parish twinning relationships, including within the archdiocese.
- > Speak clearly and then act visibly on social concerns that violate human dignity.
- > Encourage priests and deacons to preach about Catholic Social Teaching regularly, not just on particular occasions.
- > Work with our ecumenical/interfaith partners.

INNOVATIVE IDEAS

- > Periods of fasting, i.e. a “30 hour famine” to dialogue about and fight social issues.
- > Offer monthly prayer services that focus on specific social issues, similar to the Holy Hour for Life in January.
- > Use old properties for social ministries (i.e. food pantries, young adult service community housing, neighborhood centers, rehab centers, etc.)
- > Create innovative ways to share Church teaching during festival season.
- > Dedicate a Year of Catholic Social Teaching in which homilies, gatherings, events, intercessions and printed materials are devoted to Catholic Social Teaching.
- > Create banners, lawn signs, window clings or other visual materials about Catholic Social Teaching for parish and school properties and well as distribution among parishioners.

CATHOLIC SOCIAL TEACHING | KEY INITIATIVE #6

Strengthen or build Human Concerns Commissions within every parish.

QUICK HITS

- > Actively connect with every parish, assessing staff leadership, parish leadership, commission membership, strengths and areas of need.
- > Create resources, or make resources available to rural parishes, smaller parishes, and parishes that have limited financial means.
- > Create an Archdiocesan Social Ministries Advisory Board. Offer scheduling accommodations for those unable to make daytime meetings.
- > Increase parish relationships in faith-based legislative advocacy networks that already exist and make it easy for participants to impact change.

INNOVATIVE IDEAS

- > Create or implement a self-assessment tool for parishes, examining justice, advocacy, service and outreach. Provide supportive assistance in areas of growth.
- > Offer webinars, or other online opportunities for training and networking to accommodate busy schedules as well as outlying parishes.
- > Create the environment and opportunities to invite those we serve to attend Mass and parish functions. Build relationships.
- > With less priests, develop regular district leadership meetings with commission (Human Concerns/Social Ministry/Pastoral Care) leaders and volunteers.

CATHOLIC SOCIAL TEACHING | KEY INITIATIVE #7

Train and form future leaders for Catholic social ministry

QUICK HITS

- > Provide social justice scholarships for young adults who discern God's call to lay ecclesial ministry.
- > Offer social ministry internships.

INNOVATIVE IDEAS

- > Develop in-depth catechesis and leadership training for staff members or volunteers to oversee human concerns work.
- > Develop and implement a pilot program to train parish leadership, particularly youth and young adults. Provide mentoring, and teach a "replication model."