

Stallwood, Kim. "The Challenges of the Animal Advocacy Movement." *Animal Rights: The Challenging Debate*.
 Extract from "The Challenges of the Animal Advocacy Movement".

ANIMAL RIGHTS

The Challenges of the Animal Advocacy Movement

The task of the animal advocacy movement is to challenge the cultural, political, and scientific assumptions of speciesism through the pursuit of a strategy that balances a utopian vision of animal liberation with a pragmatic political agenda for achieving rights for animals. If successful, this strategy will achieve two goals: The community of [human] equals will be extended to include all nonhuman animals, and nonhuman animals will be accorded under the law the right to life, the protection of individual liberty, and the prohibition of torture.

To meet this goal the animal rights movement must overcome the following seven challenges:

1. to establish unity and professionalism within the animal rights movement by forming a professional association of animal advocacy organizations;
2. to develop a complementary programme of political objectives and public educational campaigns – from the international to the grass-roots levels – that establishes animal advocacy as a legitimate political issue;
3. to demonstrate the connection between human suffering and nonhuman animal exploitation;
4. to oppose unequivocally acts of violence toward humans and animals, even when those acts are committed in the name of animal rights;
5. to develop a positive relationship with the media;
6. to promote international cooperation among animal rights groups;
7. to articulate a vision of a new society that extends the community of [human] equals to include all nonhuman animals and to make people aware of the practical, everyday actions they can take toward this end.

Stallwood, Kim. "The Challenges of the Animal Advocacy Movement." *Animal Rights: The Challenging Debate*.
 Ed. Robert Garner. New York: New York University Press, © 1996. Reproduced with permission of Palgrave Macmillan.

