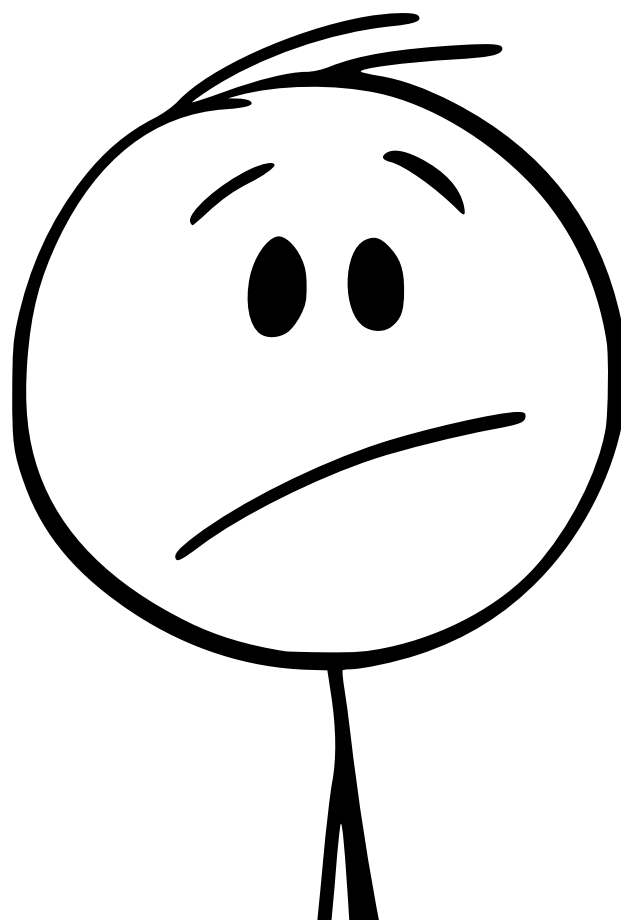


BE LIKE BILL...or ELSE!!

*The Anatomy of a
Social Contagion*



TRANSMISSION LEVELS

Level 1...TOLERANCE

Level 2...ACCEPTANCE

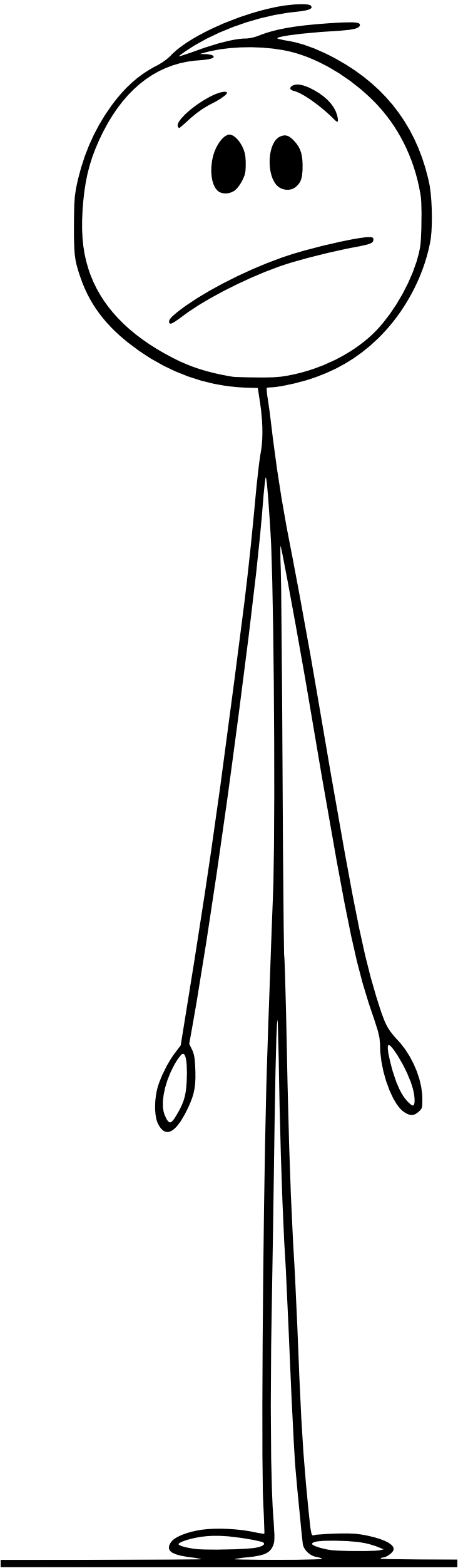
Level 3...CELEBRATION

Level 4...PROMOTION

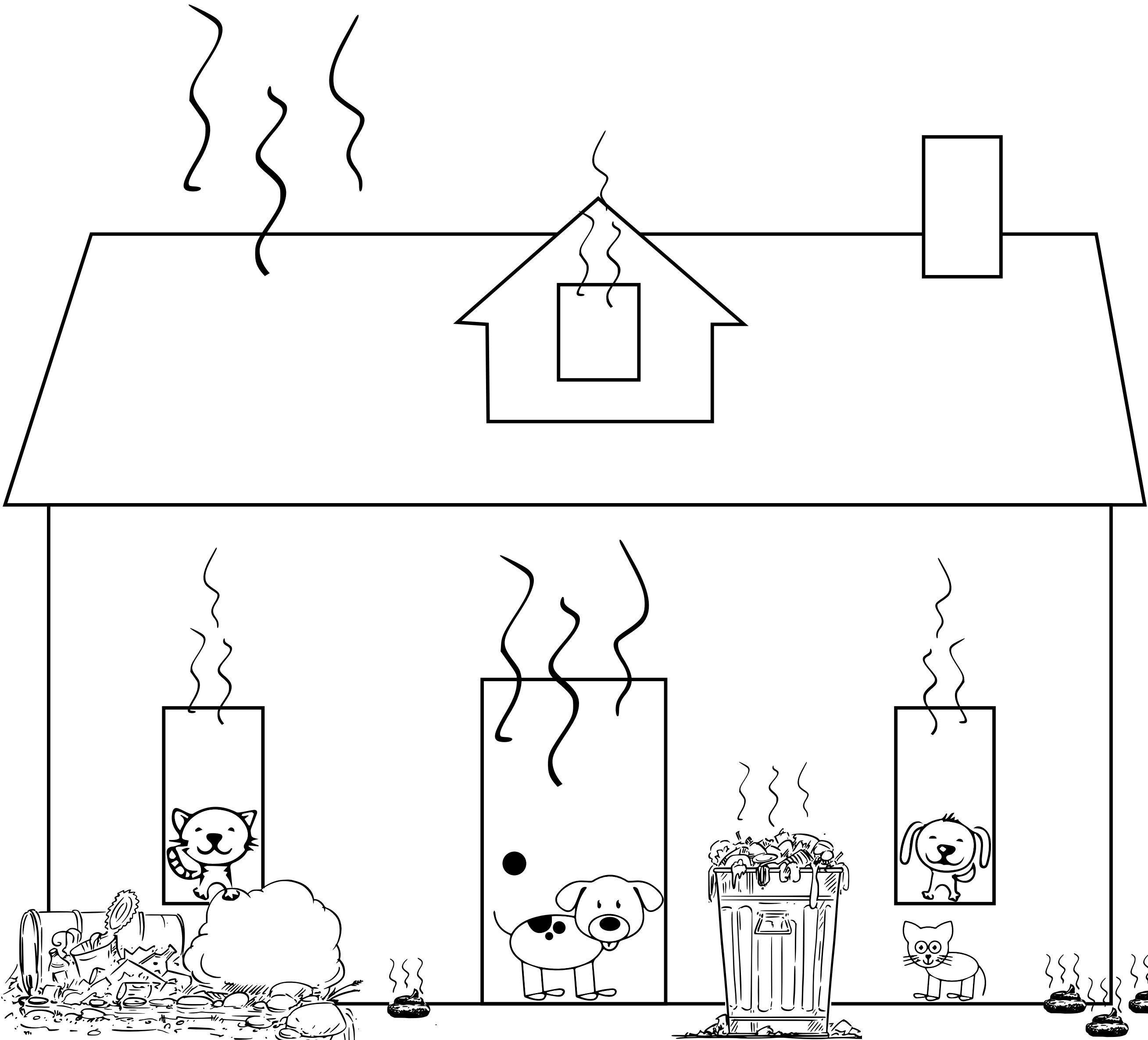
Level 5...COMPLIANCE

Level 6...TRANSFORMATION

This is Bill.



This is Bill's house.



BILL IS A HOARDER

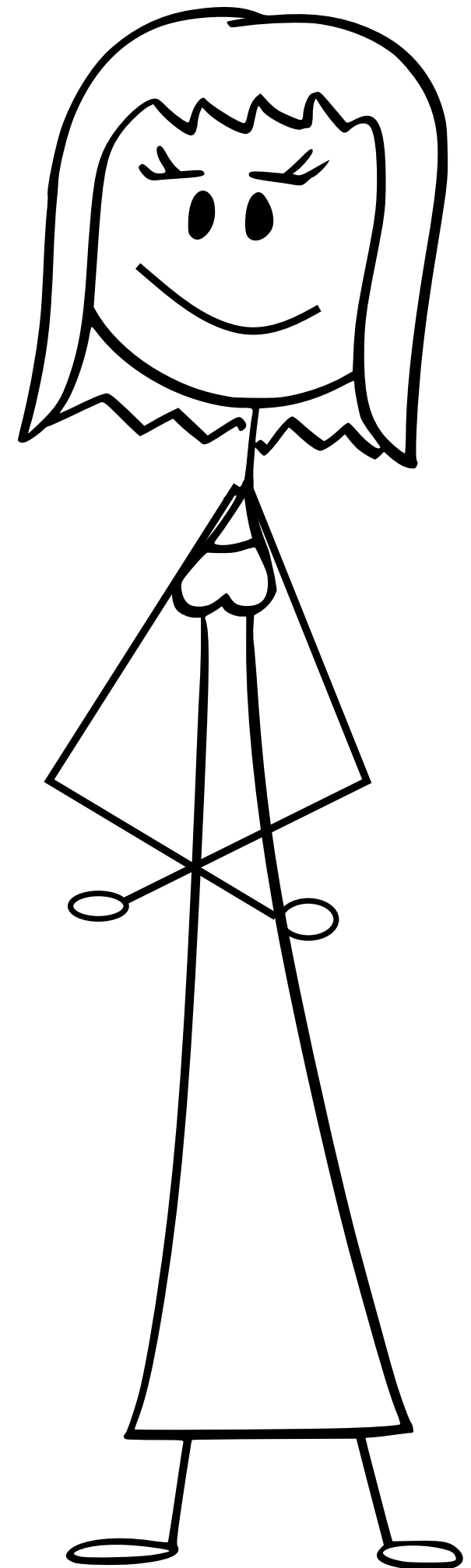
His front yard, back yard, and entire house is filled with garbage, rotten food, and he has not cleaned up after his 20 cats and dogs for years.



Anne is good friends with Bill.

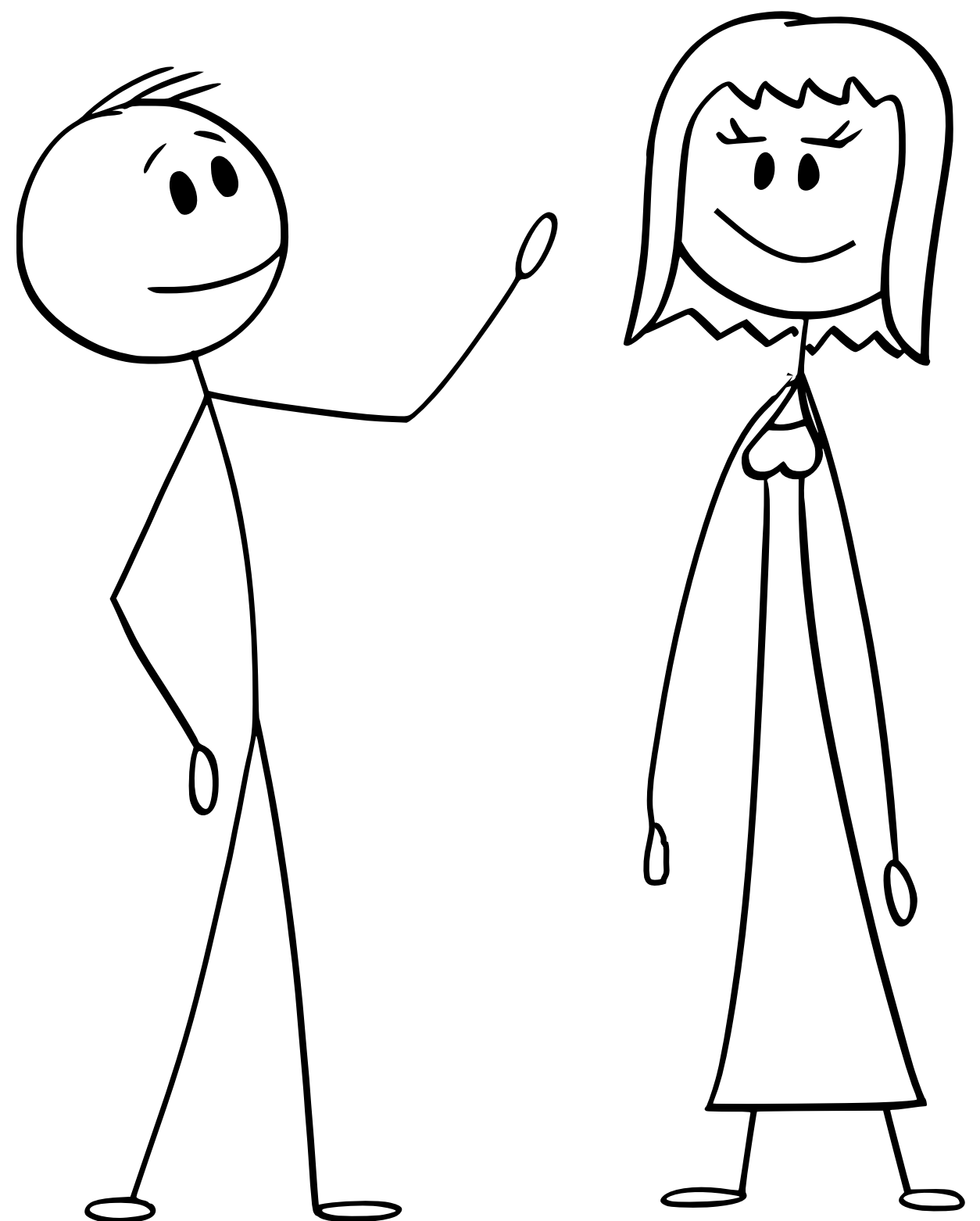
Level 1..TOLERANCE

Anne tells Bill this is an unhealthy way to live. Bill tells Anne that what he does with his own home is none of her business, it doesn't affect her life, and that she should leave him be. Anne begrudgingly agrees.



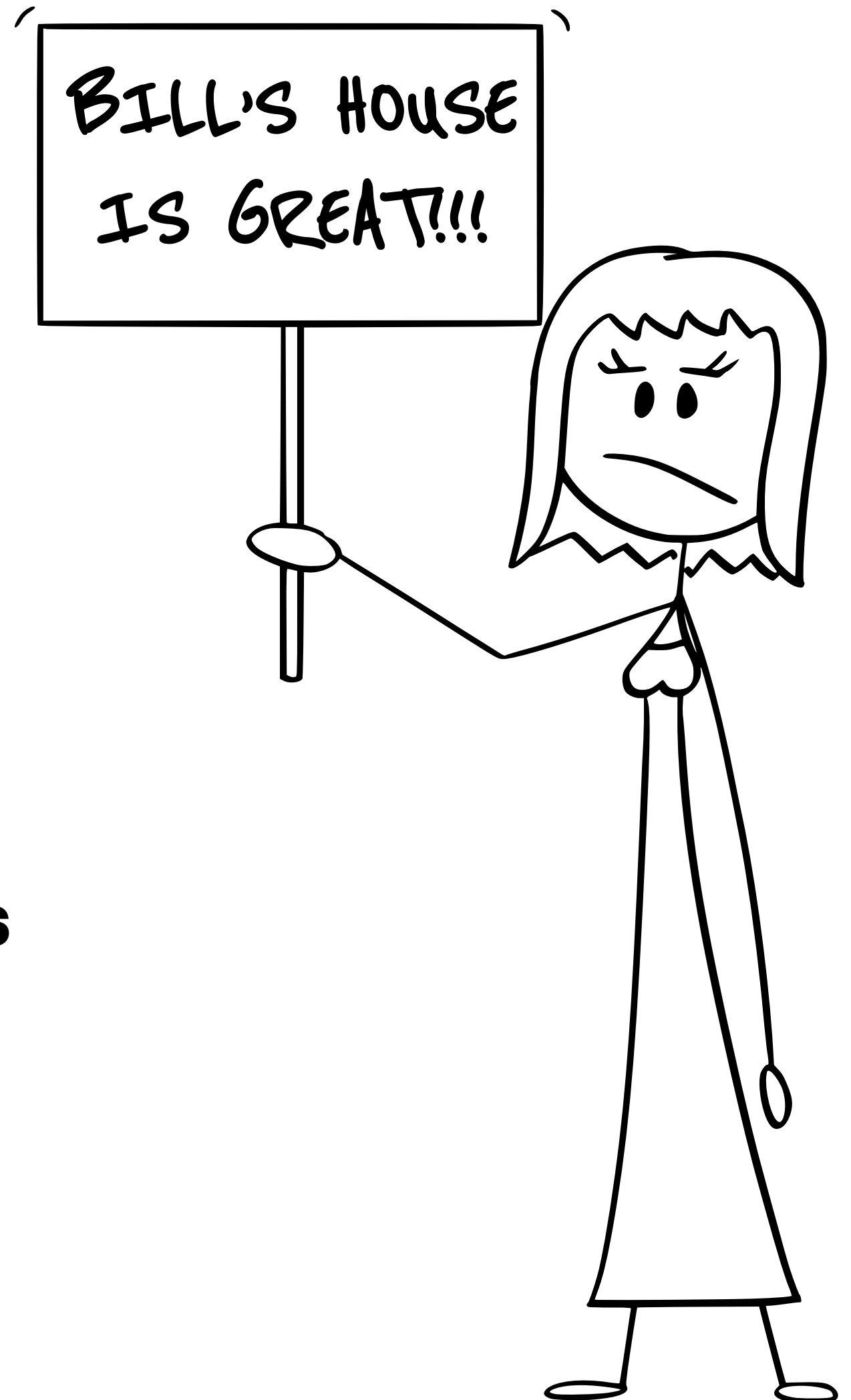
Level 2...ACCEPTANCE

Bill bemoans to Anne that she hasn't visited him in a long while. Anne does not want to visit Bill. Bill tells Anne that if she was a real friend she would still visit and not judge him. Anne begins to visit Bill regularly.



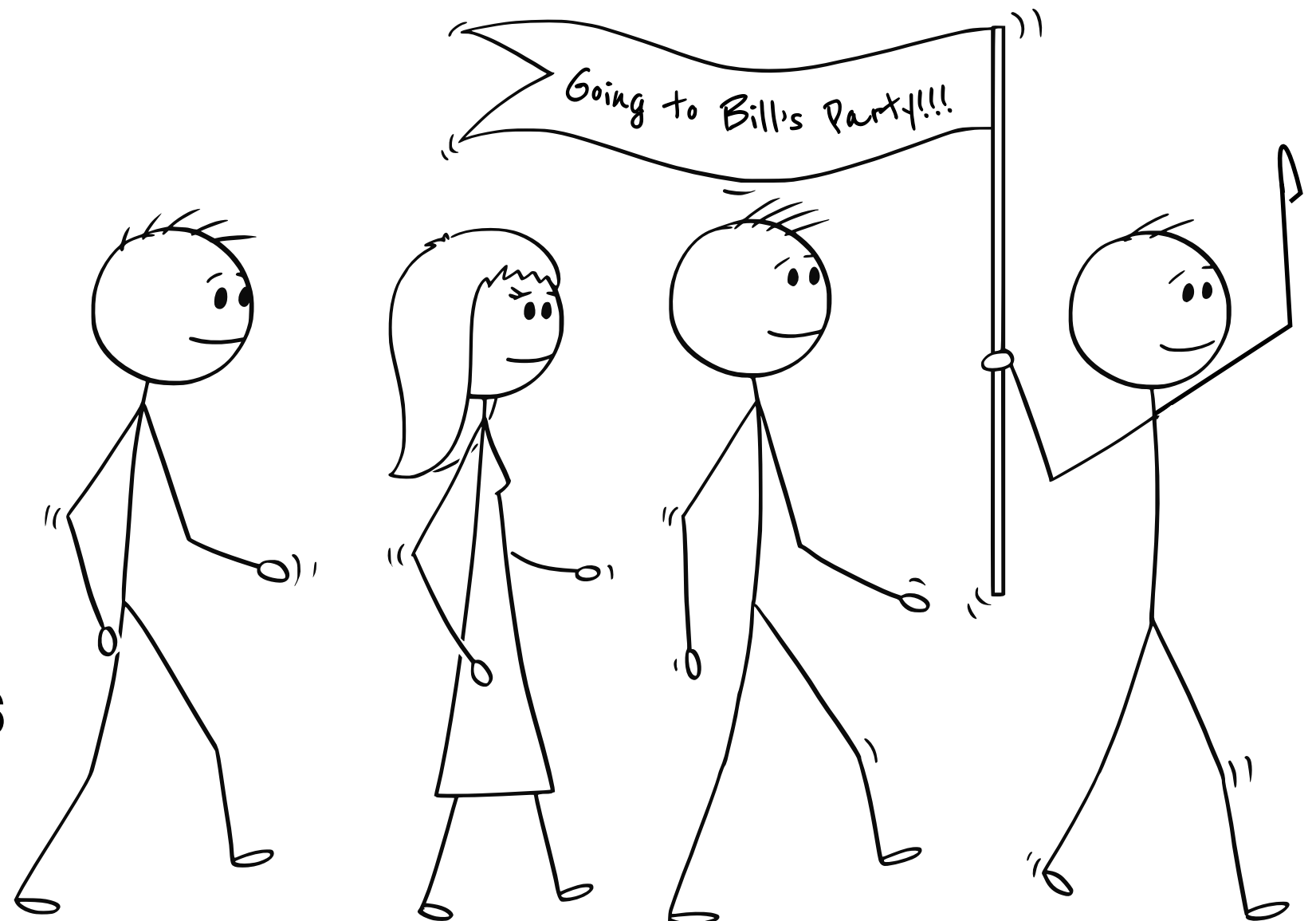
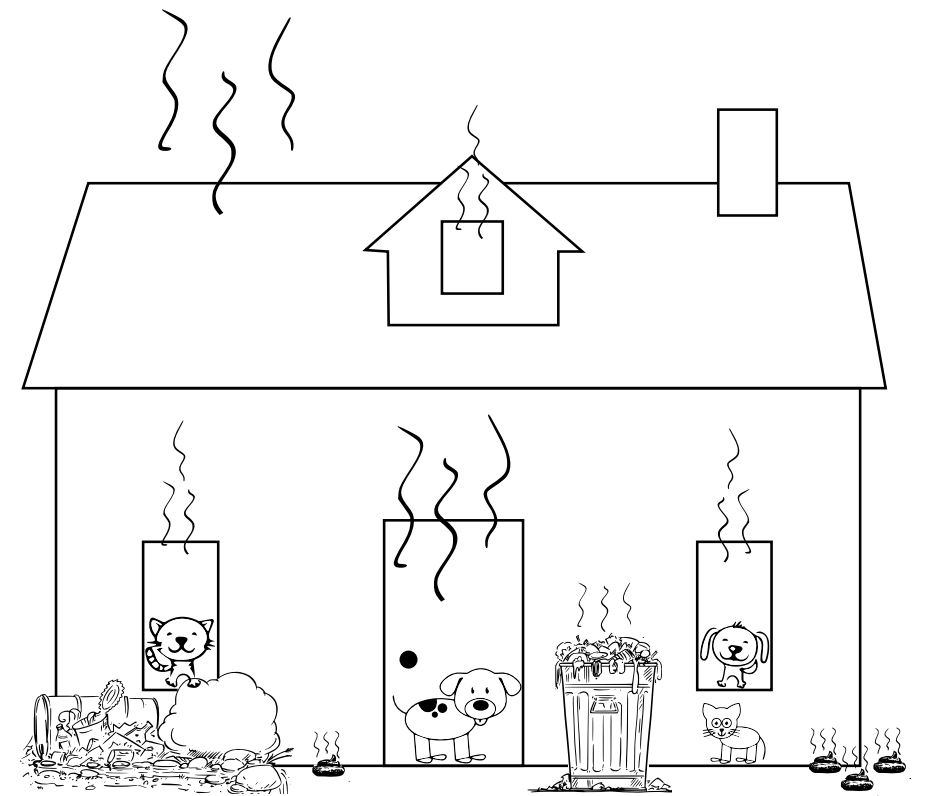
Level 3...CELEBRATION

Bill asks Anne to tell others how wonderful his house is. Anne does not want to. Bill tells Anne that she is unconsciously discriminating against his lifestyle choices. Anne begins to tell others how nice Bill's house is.



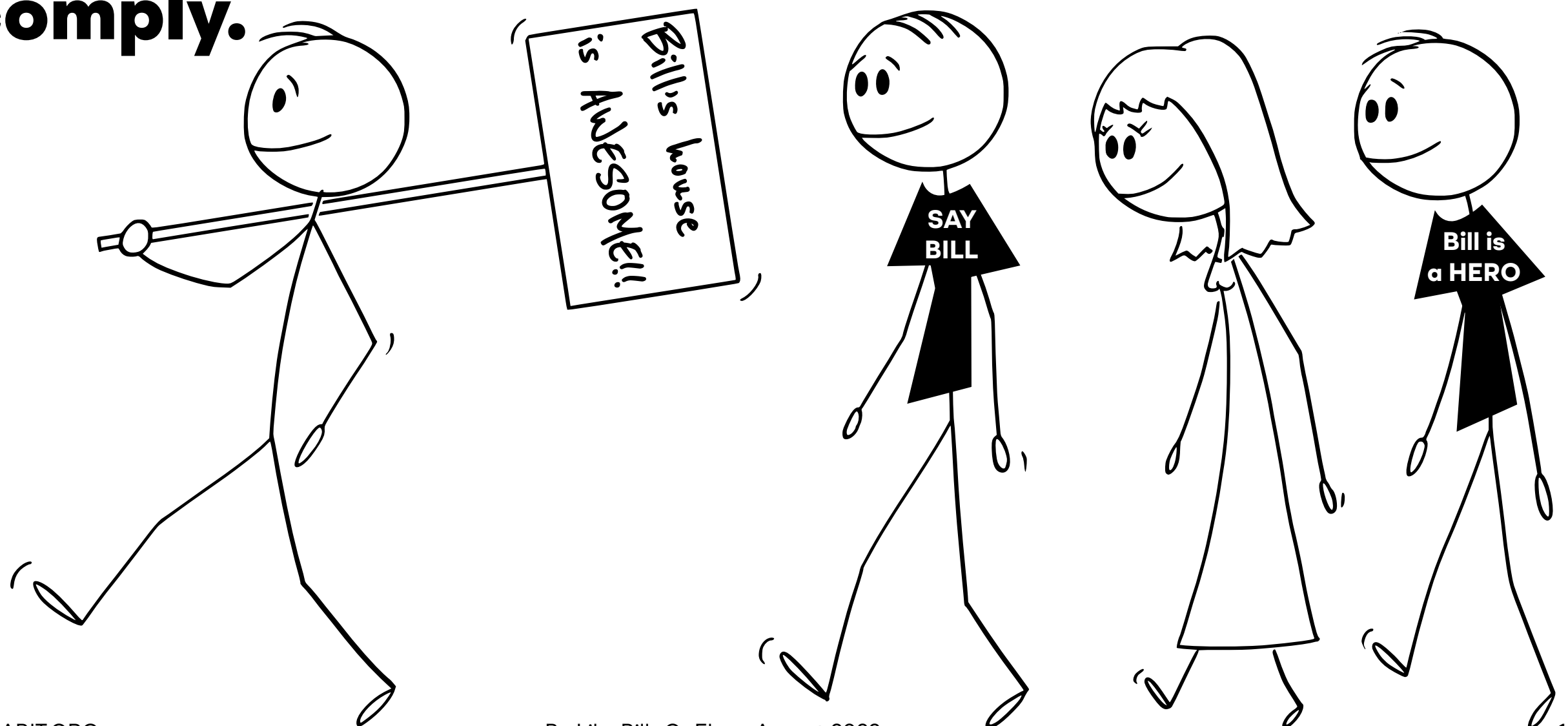
Level 4...PROMOTION

Bill is throwing a party at his house and tells Anne to invite all her friends. Anne refuses. Bill tells her that the neighborhood is not welcoming and inclusive to residents who live differently. He doesn't feel safe. Anne agrees to invite her friends to his party.



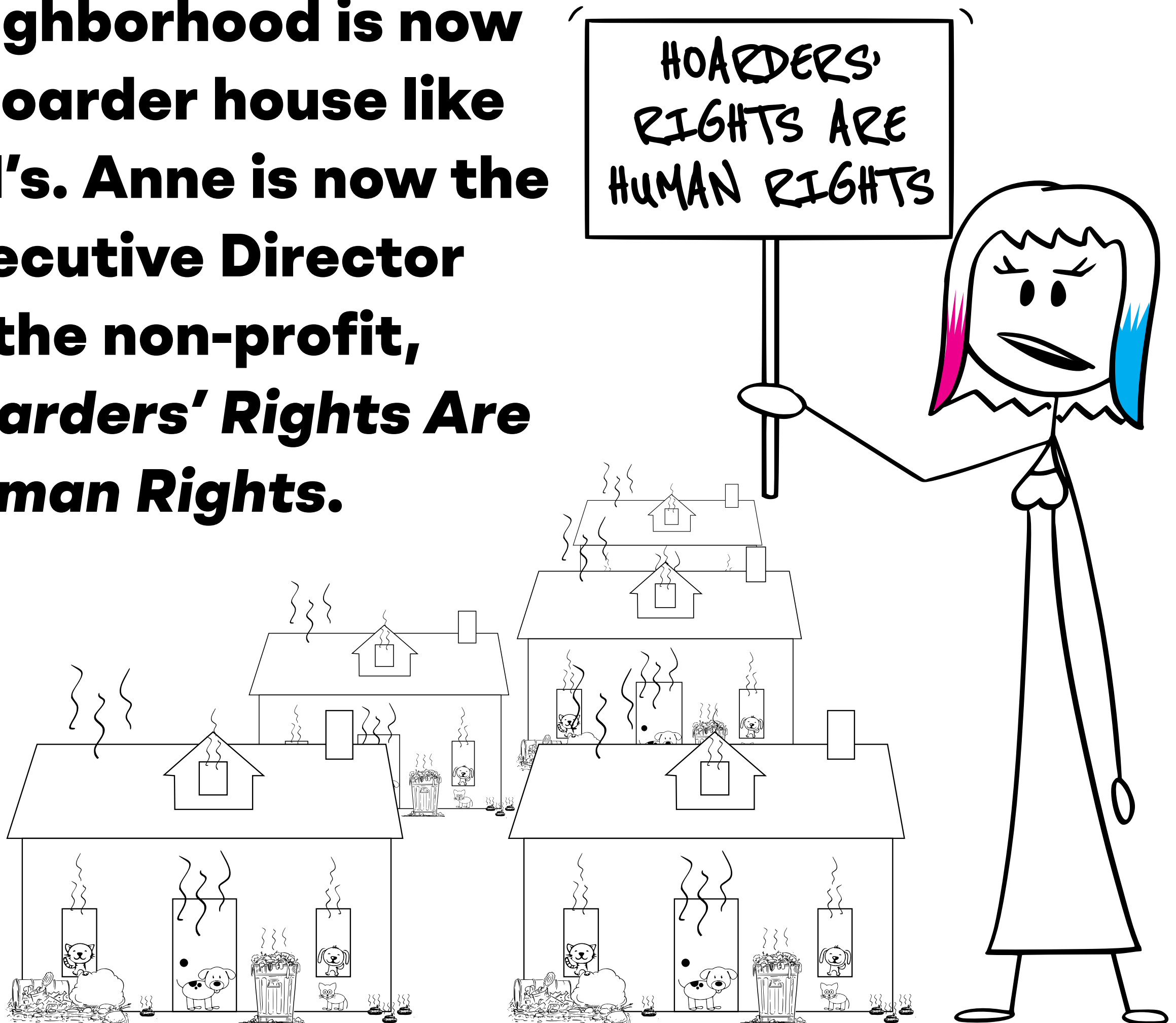
Level 5...COMPLIANCE

Bill demands all party guests must tell others how great Bill's house is. They must wear t-shirts saying what a hero Bill is, change their profiles, and put stickers on their cars proclaiming the same. All the party guests are kind people and do not want Bill to feel marginalized, so they comply.



Level 6...TRANSFORMATION

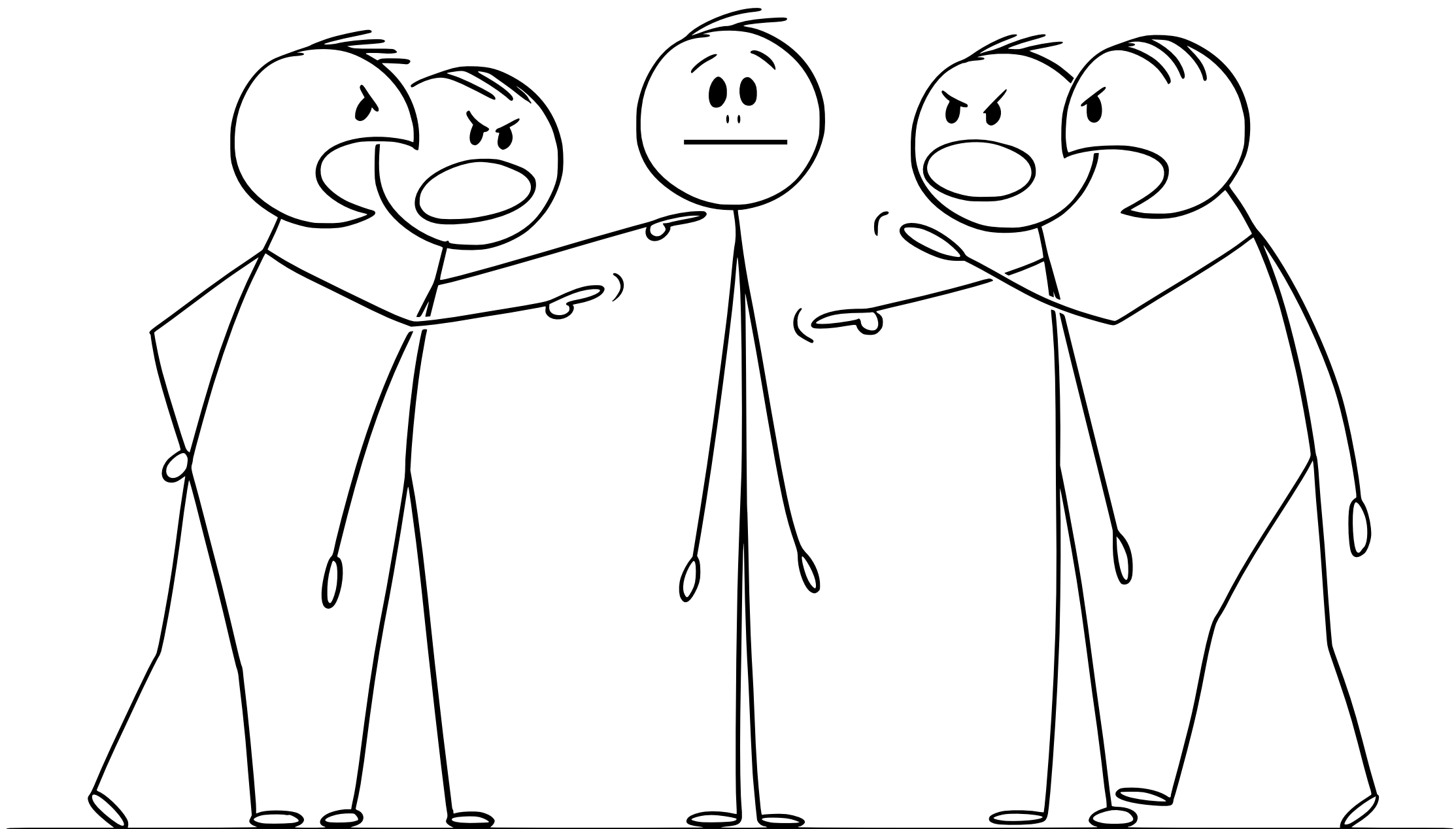
Every house in Bill's neighborhood is now a hoarder house like Bill's. Anne is now the Executive Director of the non-profit, *Hoarders' Rights Are Human Rights*.



EPILOGUE

One lone neighbor named Harry speaks up and points out that Bill's house looks disgusting and that the stench can be detected from across the street. The neighbors accuse Harry of being a "sensoryphobe".

DON'T BE HARRY!!





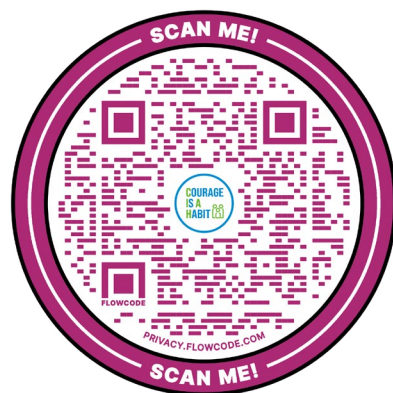
**A social contagion
often begins with
tolerance and results
in transformation.**

CALL TO ACTION

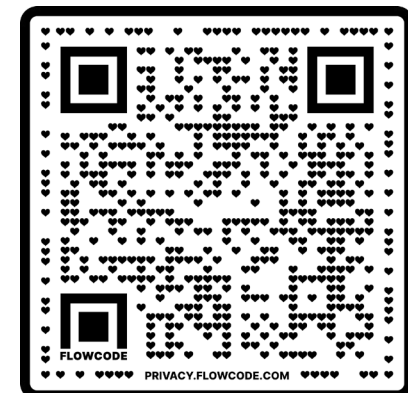
Don't give power to labels.
Make no apologies.
Speak up loud and often.
Make courage a habit in your home.



@couragehabit



[COURAGEISAHABIT.ORG](https://courageisahabit.org)



[COURAGEOUS SUPPORTER](https://courageousupporter.org)