



NEOLIBERAL AMERICAN DREAM



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“What started as a financial crisis has become a social and human crisis. Today, rising poverty and joblessness are pushing households into poverty and making things even harder for those already poor”

(Philippe Le Houérou, at <http://web.worldbank.org>)



“When it comes to money,
people don’t always behave
rationally”

Salisbury, 2010



THE AMERICAN DREAM





- **Ownby (1999):** 1. "Dream of Abundance"
2. "Dream of a Democracy of Goods"
3. "Dream of Freedom of Choice"
4. "Dream of Novelty"
- **F. Scott Fitzgerald:** Modern society is taking over and replacing the American Dream with corruption and bare materialism
- **Wuthnow (1996):** Youth have become collateral damage of neoliberal politics and active agents of materialism
- **Giroux (2009):** Young people have become a generation of suspects in a society destroyed by the merging of market fundamentalism, consumerism, and militarism, behaving in a way that was unthinkable 20 years ago, including criminalization and imprisonment, the prescription of psychotropic drugs [and] psychiatric confinement.



YOUNG
PEOPLE





THE NEW AMERICAN DREAM



Petty theft



Flash games



New American Dream → “the Dream of the Coast”

- personal fulfilment of fame and fortune all the more attractive if achieved without obvious effort (Cullen, 2004)
- Culture is characterized by a strong emphasis on the goal of monetary success and a weak emphasis on the importance of the legitimate means for the pursuit of success
- The American Dream contributes to crime directly by encouraging people to employ illegal means to achieve goals that are culturally approved (Messner and Rosenfeld, in Inderbitzin, 2007:236).



“Lack of money is the root of
all evil”

George Bernard Shaw



“I did it for the
easy money”





“The rich get richer and the
poor....

... GET PRISON”

Jeffrey Reiman, 1990



For those with wealth and
power, the failure of
criminal justice is a
success(?)





SOCIAL WORK

- Doing more with less

“No other profession is as well positioned as social work to assume leadership”

- Positive changes



We British, we don't have a dream, do we? No,
it's because we're wide-awake!

Al Murray, "Pub Landlord"

EUROPEAN DREAM?



EUROPEAN DREAM *(Jeremy Rifkin)*

- a step for a development of more caring and better connected society
- **a dream of hope:** inclusion, diversity, quality of life, sustainability, commitment to self, human rights

“The relationships within the community are more important than individual autonomy, cultural diversity is more important than assimilation, quality of life more than the accumulation of wealth, sustainable development more than limited material growth”

- will overcome the raw power and establish a moral conscience which will lead the humanity
- will give young people the power on the “journey towards a third stage of human consciousness



“Where justice is denied, where poverty is enforced, where ignorance prevails, and where anyone class is made to feel that society is in an organized conspiracy to oppress, rob, and degrade them, neither persons nor property will be safe”

(Douglass, in Hayes, 1998)



SOCIAL WORK IN CROATIA 2011

- Development strategy for social welfare system 2011 – 2016.
- **PRIMARY OBJECTIVE** → improve the position of the most endangered population, elimination of poverty and social exclusion
- Modernization of systems and further compliance with the criteria and standards applicable in the European Union



PRIORITIES

1. Increase the effectiveness of social assistance
2. Implement the decentralization of social welfare
3. Increase the availability and quality of social services to the regional uniformity
4. Stop the trend of institutionalization and deinstitutionalization of conduct and the transformation of welfare homes and other legal entities
5. Implement computerization of the social welfare system
6. Improve foster care in the Republic of Croatia
7. Enhance cooperation with civil society organizations
8. Provide conditions for the continuous training of employees
9. Strengthen the role of local communities in the planning of services at local level
10. To create conditions for monitoring and evaluating the provision of social services
11. Improve the integration of social services
12. Increase the efficiency of pre-accession EU funds, the program of the European Union and the Structural Funds
13. Encourage cooperation at national, regional (county) and local (city and municipal) level in the provision of services
14. Improve interdepartmental cooperation



MEASURES

1. Improving the social welfare system by applying the new law on social welfare with Human Resource Development
2. Promoting professional chambers
3. Changing Ministry of Health and Social Care
4. Decentralization of social welfare
5. Redefining financial assistance and improving the situation of vulnerable groups
6. Expanding the network of social services
7. Intergenerational solidarity
8. Foster Care
9. Improving cooperation with civil society organizations (NGO's)
10. Changing social care in municipalities
11. Changing other legal entities of social welfare
12. Computerisation of the social welfare system
13. Informing and educating citizens
14. Monitoring and evaluation
15. Preparation and implementation of activities in the field of social inclusion



Thank
You!



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