

Create the change we want to see

KS4/5

60 mins

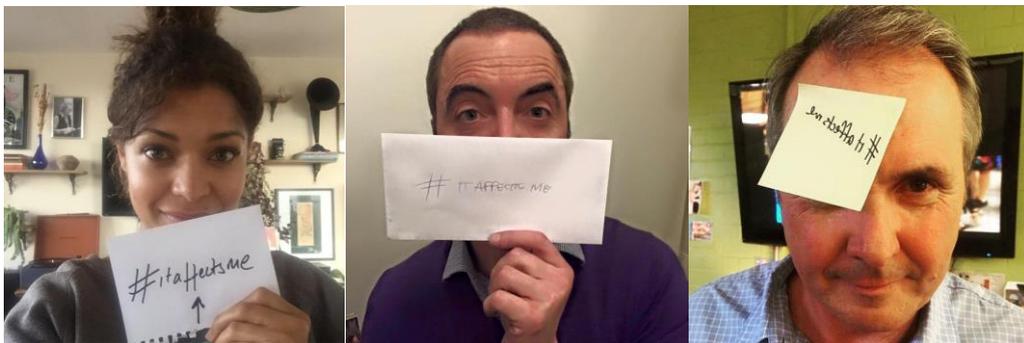
An activity to highlight the consequences of our preoccupation with physical appearance and then apply this knowledge to plan a campaign aimed at challenging attitudes.

What you need:

- <http://www.berealcampaign.co.uk/help-and-resources/2014/10/21/meaghan-ramsey-why-thinking-youre-ugly-is-bad-for-you/>

Method:

- Watch the video (12 minutes)
- Ask students to note the key points and issues raised by the film.
- As a class draw up a list of these points on a flipchart.
- Ask for ideas of potential campaigns or activities in school that could challenge unhelpful attitudes to body image. E.g.
 - Creating a display of positive role models
 - Starting a kiss the mirror campaign,
 - Draw up a list compliments, unrelated to physical appearance. Make them into cards and hand out to people in their year/class.
- Ask what campaigns they are aware of. E.g. A current campaign on FaceBook is #itaffectsme. This campaign involves people posting pictures of themselves with a post it stuck on their head with these words. The 'it' refers to mental illness. The aim is to raise the profile of mental ill health and show that it affects us all and we shouldn't be ashamed of standing up and saying so.



- In pairs discuss the sort of changes they would hope to see in school if an activity or campaign had been successful and had a positive impact.
- Feedback these ideas.
- Divide the class into groups and ask them to develop a plan for a campaign or activity focussing on some of these issues and a 2 minute pitch. (suggested time – 25 minutes)

- Give them a copy of **Step by step guide to planning a campaign** to use if they wish
- After 25 minutes each group presents their idea to the class
- The class votes on the best idea.
- If there is commitment from the students agree next steps and allocate time for students to take their ideas forward.

Step by step guide to planning a campaign

1. **Identify the problem and what you want your campaign to achieve - Preliminary Research and Goal Setting:** Identify the problem, target audience, attitude or behaviour you are trying to change, and intended outcomes
2. **Engagement of Key Stakeholders:** Talk with potential partners and funders about the campaign; involve them in the planning process to get buy-in and support.
3. **Audience Research:** Learn everything you can about your audience: how they view the problem, what barriers they face and their trusted sources of information
4. **Strategic and Tactical Planning:** Plan your strategies and tactics and then create and test the campaign messages. Think about how to evaluate and measure success
5. **Implementation:** Implement your campaign plan
6. **Monitoring and Reporting:** Monitor your progress, make changes as needed and keep all stakeholders informed of campaign events and milestones. Document and report what you learn in the field

http://www.sreb.org/page/1702/how_to_create_a_campaign_step_by_step_guide.html

