

Campaigning for change

Aims:

This activity gets young people to think about campaigning on a global development issue. It asks participants to create a poster to raise awareness of the issue in the local community and to encourage people to take action. We provide the materials to make a poster around the issues of conflict and poverty, but it could be easily adapted to address the issues that the group is interested in.

Time: 1 hour

Equipment:

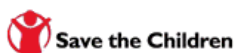
A3 template of poster, photos, statistics, inspiring quotes

Examples of campaign materials from other organisations on the same issue (leaflets and posters), glue and blu tac

Method:

- Divide participants into groups of six or seven young people. Give each group a different global development issue. For example:
 - Conflict
 - Poverty
 - Climate change
 - Health (HIV/AIDS)
- Explain that their task as a group is to design a campaign poster to raise awareness in their community of their issue and to encourage people to take action.
- To give them some ideas give each group a selection of campaign materials from faith based development organisations and secular organisations working on their issue. For ideas please see the Diversity and Dialogue partner organisations' websites or contact your local Development Education Centre.
- Ask the group to look through the campaign leaflets and materials and to discuss the following questions:
 - Which organisation(s) is/are running the campaign?
 - What is it asking for?
 - Who is it targeting?
 - What do you like/dislike about the resources/images etc?
 - Would you get involved? Why/why not?
- Then give each group the poster template and the selection of quotes, images and statistics that you have prepared. Using these materials the group has to create their own campaign poster to encourage people to take action.
- The group should choose one photograph, one quotation and one statistic from the selection and stick them on to the spaces marked on the poster template.
- They should think about their target audience, who are they trying to get to take action? This might be other students at their school, their parents or a local community or faith group.
- The group should then decide on a campaign slogan and one or two specific actions that they want their target audience to take.

PARTNER ORGANISATIONS:



DIVERSITY AND DIALOGUE.

- One person is nominated from each group to present their poster to the other groups.
- Finish by getting participants to take action on a current campaign related to the issues highlighted in their posters. For ideas please see the websites of the Diversity and Dialogue partner organisations. This should inspire them to get started on their own social action project!

PARTNER ORGANISATIONS:

