

## Campaigner case studies

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## Anti-slavery campaign

For about four centuries, millions of African men, women and children were taken from their homes and sold as slaves across the world. The first protests against this practice came from the slaves themselves who rebelled against their captors. By the end of the seventeenth century, many white campaigners from countries such as the UK began to argue that the slave trade was immoral and to campaign against it through methods such as public lectures, petitions and boycotts of goods from countries that used slaves. These campaigners' work, in combination with the rebellions of the slaves themselves, eventually led to important laws abolishing slavery and the slave trade.

[UNESCO - The Abolition of Slavery](#)

## Make Poverty History

Make Poverty History (MPH) campaign began in 2005 and incorporated nearly 400 organisations who joined together to persuade powerful world leaders to work towards a fairer deal in trade, aid and debt relief for the world's poorest countries. 8 million people in the UK showed their support by wearing the MPH white band and on three White Band Days people dressed in white and formed giant human bands. While this campaign is very young, progress has been made in some areas such as debt relief, although there is a lot of work that still needs to be done.

[www.makepovertyhistory.org](http://www.makepovertyhistory.org)

## Suffragette movement – votes for women (Emmeline Pankhurst)

Before the early 20th century women were not allowed to vote and a number of women, who became known as the suffragettes, began to campaign energetically for change. Emmeline Pankhurst led the suffragist movement against the government to change the law and gain equal rights with men. In court, she once said, "We are here not because we are lawbreakers; we are here in our efforts to become lawmakers." Pankhurst founded the Women's Social and Political Union with her daughters Christabel and Sylvia.

Many suffragettes were prepared to go to prison or even risk their lives for their cause. During these times women fought with police in the streets, chained themselves to railings outside Parliament, were battered during demonstrations and often jailed. In 1912, at the age of 52, Emmeline went to prison 12 times.

Other women were more moderate and argued their cause through petitions, publications and rallies. During the First World War, many women proved what they were capable of by taking on men's jobs and in 1918 women over 30 were given the vote. In 1928, the year Emmeline Pankhurst died, the vote was extended to all women over 21, making them equal with men.

[The National Archives - Gaining Women's Suffrage](#)

## Anti-apartheid movement

Another important campaign was the anti-apartheid campaign in South Africa, in which people such as Nelson Mandela protested against the policy of apartheid (separateness). Under apartheid, black and white South Africans were forced to live separate lives, with many black populations being forced to leave their homes and settle in poor slums. South African campaigners protested through methods such as strikes, protest marches and rallies. Many other countries, including the UK, gradually began to refuse to trade with South African businesses and many people boycotted South African tourism. Anti-apartheid campaigners were eventually successful and, despite spending over 25 years in prison, Nelson Mandela was elected as the first black leader of South Africa in 1994. [BBC News - Profile: Nelson Mandela](#)

## Civil rights movement (Martin Luther King Jr.)

In 1959 a bus boycott was launched in Montgomery, Alabama after an African-American woman, Rosa Parks, was arrested for refusing to give up her seat to a white person. It was at a time when there were separate drinking fountains for whites and blacks, seats for black people only in the back of the bus and separate balconies in cinemas.

It may be difficult to believe these were examples of conditions in America less than 40 years ago. The struggle to change these conditions, and win equal protection under the law for citizens of all races, formed the backdrop of Martin Luther King's short life. Martin was a preacher and a campaigner who spoke against segregation of black and white people in America. He made many speeches including the famous "I have a dream" speech after leading 250,000 people on a march to Washington, and wrote many books, including "Stride Toward Freedom" about the bus boycott.

Along with Malcolm X, Martin was at the centre of the civil rights movement aimed at gaining equal rights for black people. He worked with US president John Kennedy and Mohandas Gandhi in India, and felt that the fight against racism and segregation should be passive and peaceful and not aggressive and violent. During his campaign for civil rights, he was arrested and stabbed, his house was bombed and he spent time in jail.

On 4 April 1969, Martin Luther King was assassinated. Eighteen years later his birthday was declared a national holiday in America.

## Chris – AEDs save lives

Chris was motivated to make a contribution to saving lives of heart attack victims a few years ago, after he read a local story about a man who died in a gym after a heart attack. Chris researched the field and found out that in America, there are many Automated External Defibrillators AEDs in public places, as well as Cardio-Pulmonary Resuscitation (CPR) initiatives in many towns and cities.

Chris wrote to his local Mayor, councilors and MPs suggesting that AEDs should be installed in public areas and free CPR training should be made available to local people. They were extremely supportive and suggested Chris should start a petition, which he then presented, with over 370 signatures on it, at his local council meeting. Chris then met with his local MP, who decided to write to the NHS Primary Care Trust, enquiring about the availability of CPR training and AEDs. In response, the NHS Primary Care Trust offered funding for the first AED to be installed in the Merseyway Shopping Centre in Stockport.

Chris is an avid member of the Scouts and decided to motivate them to help him raise funds for his campaign. He also arranged for Heartstart Stockport to train 15 scouts and 5 leaders on a CPR training workshop. On top of this, Chris sent press releases off to websites and to national scouting magazines in order to promote the campaign, as well as being interviewed for the local news papers and on the hospital radio station.

As a way of sustaining the campaign, Chris has set up an information helpline on the scout website for people who want to find out more about CPR training and AEDs in Stockport. When Chris turns 18 he hopes to become a volunteer trainer to teach young people to save lives and is already a member of St John's Ambulance learning life saving skills.

## Kate – Do a Stan

Kate's 'Do a Stan' campaign aims to educate young people from an early age about the impact that their behaviour will have on the environment. Single-handedly Kate has raised awareness of this issue and has made significant changes to attitudes and behaviours of the young people in Lancashire. Kate attained funding for the campaign from the local council, which allowed the scheme to be piloted in 70 schools and youth clubs in the county. She secured funding for the production of 2000 posters and 100 stickers.

The campaign centres on the posters and stickers that feature the character 'Stan the Man'. Each poster has a range of facts which Kate has worked hard on to ensure that young people can relate to them as well as demonstrating the impact their actions have on the world. Kate now has enlisted the help of around 10 other young people who assist with administration of the campaign. This shows Kate's determination to sustain the campaign and her leadership skills.

Kate is passionate that environmental topics are not covered well enough in school. She therefore has created this initiative to make change happen. She has carried out some research into the impact of her campaigning in schools and has found that 76% of young people in the schools where she has implemented her campaign have committed to take positive action to protect the environment. (eg turning off lights) It shows how small things can make a big difference. The campaign has already been implemented in over 40 schools and many youth organisations and has been seen by over 100 children.

## Sahara Video Club - Teenagers who fought racism at school

Do you know someone who is being racially abused? If so, take a note from these Brighton teenagers who made a video highlighting the problem

You hear a lot about racism on the news, whether it's the death of teenager Stephen Lawrence or the resentment that sparked the summer of 2001 riots in Bradford, Burnley and Oldham.

But what you hear less about is the racism that goes on in schools.

Whether it's from teachers or other pupils, many teenagers complain that they have suffered racial abuse in and outside the classroom, ranging from name-calling and chanting to violent physical assault.

### Speaking up

Unwilling to suffer in silence, the Sahara Video Group, a group of teenagers in Brighton and Hove, decided to make their own video highlighting the racism they've suffered.

"We called the video 'Nothing Serious'" says Lilian, 15, one of the group's founders, "because racism is seen as something that's not a big deal, just something that happens."

She's talking from experience. "The racism I suffered started out as name-calling but later became physical," she explains.

Lilian, Marissa and their friend Bayo helped start the video group as part of a project with the Brighton and Hove Council Youth and Community Service. As Lilian says, they wanted "to show young people talking about their experiences of racism and suggesting solutions."

### Making the video

After lots of phone calls and meetings, the group expanded and set to work. The teenagers devised the videos from beginning to end, calling all the shots themselves and even picking up some film and production skills in the process. The resulting video challenges the assumption that there's no racial discrimination in Brighton and Hove schools and allows young people to speak out about their experiences of violent attacks and racist bullying.

The 'Nothing Serious' video has received widespread praise. Recently, the group won a Philip Lawrence Award, given to young people aged 11 to 20 who have helped improve their community.

## ValueLife - Teenagers take on gun crime

Value Life a group of nine young people came together and decided to get their voices heard!

Value Life formed with the aim of tackling gun crime in their local area of Tottenham. It was an issue that had had a devastating effect on them in the area that they live in London. The aim was for the group to eliminate gun crime by raising the awareness of the negative issues associated with it - violence, death and illegal activity.

The group joined Youth Act who helped them learn about working together as a team, planning meeting and learning how to speak to other organisations. Value Life had complete responsibility for their campaign and often worked extra hours out of school time to get things done.

Value Life decided that the best way to raise the profile of what they were trying to achieve was by planning a march through their local area. The group spent a long time planning the route, the banners they would take with them and designing the t-shirts they would wear. They wanted as many people as possible to know who they were and what they were doing.

To raise awareness of their planned march the group distributed hundreds of leaflets through local letterboxes. When the event took place in the summer of 2004 there were over 200 people who joined in the Value Life march and several other people cheered from their houses as the march went past. "It was great to see people support us as we walked past " said Samson from the group.

As a result of the march Value Life have produced a video, which highlights the aims and impacts of their campaign and they have also recruited a musical band from their school. They have also produced a cd that has become the group's theme song it has been played to the school and they hope that they will be able to get funding to take the cd to a wider audience.

The group hope to develop a puppet show allowing them to deliver the core themes to a younger audience and continue the good work of the group.

A great example of the impact that the group has had on the community is that now the school has adopted the Value Life campaign as part of their Citizenship curriculum and this has led to greater awareness among the students at their school.

## Karen – Campaigning against the death penalty

Karen, 17, from Belfast, says what she thinks about political imprisonment and the death penalty

Whether it's money, the opposite sex, exam pressure or work stress, we all have our share of problems to get on with. Usually what other people are going through or suffering - especially if it's on the other side of the world - isn't the first thing on your mind.

The hard reality of political persecution wasn't exactly high on Karen's list of things to worry about either. The 17-year-old student from Belfast had A levels to look forward to. But her priorities changed when she joined Amnesty International.

The pressure group Amnesty is famous all over the world for its fight to protect human rights. It investigates and exposes unfair imprisonment and torture all over the globe and wants to see the end of the death penalty, wherever it occurs.

Karen decided she wanted to help out. We asked her how she did it and what she's achieved.

### My advice to you is...

- Take it step by step
- Talk through the issues with friends and family
- Don't put yourself at risk by approaching people on your own in unsafe circumstances
- Don't feel you have to change the world overnight!

What have you learnt since being involved with Amnesty? Things like people being arrested for their political beliefs. It's strange, because here you can shout about it, but in other countries it's suppressed with torture and violence. I also have more understanding about different cultures, religions and race.

### What kind of stuff do you get up to?

I've written to the Indonesian government protesting about East Timor and to the US President to try and stop the death penalty. I have also spread the word through my year, to encourage them to get involved. You know, raise awareness.

### What has given you the most satisfaction?

Well, it's good to know that our letters are read and Westminster always responds. Jack Straw sent a booklet on why he didn't extradite General Pinochet.

Even if we don't get a reply, it's good to know that we might have had some impact. Even if one or two prisoners are released it's worthwhile.

### How much of your time does it take?

It doesn't really take up much time. We meet once a week to discuss what to do, then go away and write a few letters. It's up to us how much time we put in.

## **Young Black Positive Advocates Stop the Killing Start the Healing**

All of us has felt a spark of creativity or passion about something and long to express it. Yet we often hold back because we are worried about lack of interest, circumstance, or, worse, derision. Don't be worried - that's the message from the Young Black Positive Advocates.

Simone, Candice and Keighley are the founding members of the Young Black Positive Advocates they are determined to help change the 'hearts and minds' of young people. The group is made up of about 30 core members who are determined to inspire young ethnic minority groups to a better way of living. "We are able to give advice on ways of making money, which do not involve crime and help the young people to believe they can achieve goals in life such as an education."

"A feature of our work is to get young people to sign the 'peace pledge'." The pledge is given to young people they meet sign as a promise to a loved one that they will not discriminate or use violence as a way to settle differences. "We have also got some celebrities to sign one like Wyclef."

The Young Black Positive Advocates have been on leadership programmes to help them utilise their skills effectively and help them communicate with others. One of the results of this has been to organise several conferences around London.

"We decided to organise the events to help us spread the word about the Stop the Killing Start the Healing campaign. We thought that a conferences type approach would be the best method. We have had audiences of up to 100 people. To get people to come to our events we have contacted people we now through our campaign as well as asking people from school and college to come."

"The conferences have involved workshops and music as we thought this was the best approach to promote the campaign. It was the kind of thing that would most appeal to us and people of our age. Everyone who has been to one of the conferences has the opportunity to put their voices forward and take part: we are the voice of the community."

"We've run three conferences so far. One in the local youth club, one in the House of Commons, and the last one in Oceans in Hackney. We had an international conference last Summer, where young people from Jamaica, South Africa and America came over and talked about the justice system and gun crime in their areas."

## John – Anti-bullying website

When John, 19, started his own website, he couldn't have imagined the response from the public and the effect on his career

As an 11-year-old John was constantly bullied at school simply because he had dyslexia. Eight years later, he wondered if there was any help for others going through the same problems.

He browsed the web for hours for something that gave advice to both pupils and their parents. He found nothing. So he decided to set something up himself.

Over 30,000 visitors later, John knows he's hit on something. He's created a success that's got him job offers, a live appearance on TV and the satisfaction of helping other teenagers.

"There was a lot of stuff for adults being bullied at work and it struck me how similar it all is - instead of the playground, it was the car park. It was all spookily familiar," says John, who's from Harrogate, Yorkshire. "But there was no site for kids at school and I felt they needed something custom-made for them."

### *Bullying.co.uk*

John's site [www.bullying.co.uk](http://www.bullying.co.uk) offers personal advice, practical tips and information. His mum Liz acts as the on-site agony aunt, using her own experience of the problem.

There's a section called "Sample Letters" which provides standard letters that people being bullied can send to teachers and school governors. The letters cleverly mention all the legal rights of pupils and responsibilities of schools, with the idea of scaring a school into taking action rather than simply brushing the problem under the carpet.

The "What People Say" section shows letters and e-mails that people have sent to the site. As well as comments from parents (some of who remember being bullied when they were young when there wasn't much help), there are letters of thanks from younger people. One lonely 13-year-old boy writes, "I don't know where I would go for help and guidance if you weren't there."

The website looks great and gets thousands of hits. GMTV also did a live broadcast with John about the website, which made the launch a huge success.

### *Making it work*

As the idea developed and gathered pace, he found help nearby. There was his mum Liz who was on hand to provide some of the content - ie, help write advice to victims of bullying and their parents. And there was Mike providing internet access.

Another great resource, says John, is the web itself - the growing number of sites devoted to telling you how to design and launch your own website.

"My advice to anyone starting a website is to jump in and try stuff. You learn through mistakes. There are great magazines out there like .org magazine and Internet magazine as well as websites like [webdeveloper.com](http://webdeveloper.com).

## Bin the Binge – Safer Nights

To Zaman, Zaeem and Sufiyan, three 18 year olds from Bolton, it seemed that every time they opened a paper, there was a news story about young people binge drinking. When the group were attacked by drunks on the street, they decided they needed to do something about it: The group started a campaign to raise awareness in young people about the effects of binge drinking.

After in-depth theory research into binge drinking and its effects, the group presented their findings to some of the key decision-makers in Bolton, which included the local MP, the Chief Inspector for Greater Manchester Police and the Director of Children's Services. The presentation went well, but the group knew that to get to the root of the problem they needed to speak to the young people who were actually binge drinking.

With the help of their youth club, the group put together a conference, called 'Bin the Binge', to present their findings and invited many of the most influential people in the area. The conference was a success with over 90 people in attendance, but the group were still adamant that they needed to speak to more young people directly.

The Director of Children's Services was so impressed by the work that the group had done that she pledged her support and asked them to produce an action plan to secure funding to enable the roll out of the campaign. She championed their work and attracted £15,000 for the cause to enable them to continue with their campaign. The group were put in contact with a graphic arts team who worked with them to produce the Safer Nights initiative.

Together they decided that they would host a conference for young people, called 'Safer Nights', and produce posters to promote their campaign. They also wanted to produce a 'safer nights' kit, which they would make available to young people.

"We realised there is no point trying to tell young people to stop drinking as very often they won't listen, we want to help them to become educated about the effects of alcohol and make their experience safer" says Zaman.

The 'safer nights' kit contains a leaflet offering useful advice, a condom, a plastic top for your drink bottle and a device to test if the drink had been spiked.

The launch of the 'safer nights' kits was a success - over 200 people attended the launch and the initial 5000 kits were used within the first week (these were available in health centres and connexions offices).

## Lotty – Streetz Ahead Dance Company

A 14 year old with a dream has become an inspiration to people in her school and local community.

Lotty Cunningham, now 17, has been running her own dance 'club' since she was 14. She is founder and manager of the project and manages all the accounts, as well as promoting the company, training, organising shows, sourcing performances, funding and of course teaching.

Lotty started the dance company because she thought that the dance schools in the area were only accessible to people with money. At £7 a session she felt that a large proportion of the community could not access the facilities and even those that could were not offered enough choice and variety. She wanted to 'reach out to everyone' to show that everyone can enjoy dance and drama.

Lotty had been teaching at another dance school since she was 11 and it was her dream to run her own school. At first she was met with resistance, from both her school, which did not encourage her with the idea and local competition. She says, "it is hard when people try and wreck your dream but I have learned from it".

Lotty however, was not put off by competition. Once she received a grant from Unltd, which gave her the funds to start, she found a hall willing to let her use the space. She completed all the necessary forms and checks and ran her first session with six young people from the area. She marketed her classes by handing out leaflets and posting flyers, and using by media interest to her advantage by hosting open days.

Lotty became a fully qualified dance teacher one week after her sixteenth birthday. Since then the project has continued to grow: Now she has over 120 young people who attend classes across six areas of Birmingham and she employs six workshop leaders. She charges £2.50 per session and runs over 20 sessions a week. Lotty also runs workshops for young people with disabilities and who are obese. Every year takes the young people to the theatre, which is paid for out of the profit that she makes. She embraces people from all areas of the community.

As well as classes, Lotty runs performances. These are subsidised by Lotty, who keeps expenses to a minimum by making many of the costumes herself. If a child's family cannot afford to pay for the costume, she will cover these costs too from the grants that she has won.

She is not only a role model for the children and young people in her classes, but a friend to her students as well.

Lotty is currently studying for her A levels and hopes to gain a place at university.

## Andrew – Campaigning for CHOX

The Oxford Children's Hospital Campaign (CHOX) started in 2002. Having been a patient at the facility himself after suffering a brain tumour, Andrew Baker saw an opportunity to make a difference himself.

Andrew approached his headmaster with ideas to raise awareness of and funds for CHOX. After the first event he organised, which was a non-school uniform day, raised over £1000 Andrew wanted to do more. He set himself a goal of raising £20,000 for CHOX. He wanted to make a substantial donation to the fund that would be enough to make a real difference.

To achieve this aim Andrew wanted to get his whole school involved. He took his campaign further by producing an information pack to distribute in the school registers and holding school assemblies. He did a survey in the school to see how many of the pupils had been in hospital over night. Over 40% had been and he used this information to encourage the other pupils to make a difference themselves. He also maintains a noticeboard in the school where all of the activities and achievements are displayed.

Andrew never loses an opportunity to publicise the events that he organises and was keen to gain as much publicity as he could for his activities. He has been on television and radio, and in the newspapers in the Oxfordshire area. Other pupils and staff were inspired to raise money for CHOX, after being inspired by Andrew's drive and the exposure for CHOX that he had created. It has not only been his school that Andrew has rallied to 'do something' in his campaign, he has enlisted other schools in the area and they have followed Andrew's example.

Andrew has worked with the school web team to create a website where people who have read about his achievements can make donations and find out more about the children's hospital. So far the website has had 34,000 hits!

Andrew thinks the hardest part of the campaign was the initial organisation and coordination, but the response from fellow pupils, teachers and family has been overwhelming. He has raised the most money for the CHOX campaign of any single campaigner. So far the campaign has made over £13,625. The biggest single cheque he has given was after organising a whole school sponsored walk that raised £6000 for CHOX.

Andrew wants to have reached his target of £20,000 by the end of the year.

He says: "I will get there even if it means doing everything to get anyone to do something - or getting each pupil and staff to give £2 each - that would raise £5,166 if I did!!!" He continues to plan events, including a Charity Football Tournament at the end of November, to keep his campaign running for CHOX and even more charities. For Andrew, making a difference comes naturally.

## Kendra – Change for a Smile

Kendra is 15 years old and in year 11 at school. Two years ago she was not attending school regularly and was in danger of dropping out. She lives in a deprived area and was experiencing problems at home. Kendra also has epilepsy.

During the last two years she has turned her life around, and is now expecting to take and pass her GCSEs in the summer. She started to campaign for awareness of epilepsy. Kendra wanted to give something back to society. She has gained much of the confidence and ability to do this through her voluntary work in fundraising for a variety of causes that mean something to her.

Kendra began fundraising in a small way by running a tombola. She got so much enjoyment from helping others that she kept on thinking of new and different ways to raise money. These included packing bags at local stores, cleaning tables at McDonalds, and releasing a CD of a friend singing. Kendra invested £350 of her own money to get the CD pressed. Her biggest achievement has been producing a book of poems, to which she persuaded teachers, councillors and the editor of the local newspaper to contribute poems. The book was published and sold at an event at a top local hotel, which Kendra arranged herself. She also arranged a student pantomime and an auction.

All these fundraising ideas are Kendra's own initiatives. She gets help and support from friends, family and other people in the community when needed. Kendra's approach is to ring people and ask for their support, and through this method she has managed to achieve a lot of local business sponsorship. An example of this is when Kendra persuaded a well-known local hotel to host a press evening free of charge, and on another occasion she managed to get the use of two limousines for an event. Kendra believes in persistence - if people don't take her seriously at first she keeps going and explains what she is trying to achieve until they do.

Kendra has a very positive attitude, and works hard to make people take her seriously despite her young age. She does not seek any praise or reward for her efforts, she simply enjoys making people she sees as less fortunate happy.

Kendra has inspired other young people in her school to get involved. Because of her work and determination, her Headteacher has altered the moral purpose of the school on the school mission statement. The school has (because of her lead) set up a global citizenship project to raise money for developing countries. As such, Kendra has had an impact on people of all ages by making them see what is possible.

Kendra is hoping to go to college when she leaves school in the summer and is determined to keep her fundraising efforts going. Her future plans include another auction and publishing a second book.