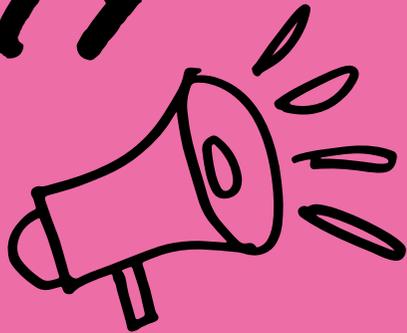


SECTION B:

NEXT STEPS FOR ACTION ON CHILD POVERTY



This meeting outline includes activities and resources designed to help your group:

- *Decide whether* the group wants to build on what they have discussed in the previous sessions by campaigning on child poverty.
- *Explore what* kind of campaigning the group might like to do, and what resources they will need.

This does not have to be a big commitment. The group may decide to either join an existing national or regional campaign or plan something more local to themselves, or not to become involved in campaigning as their next step. It is entirely up to them!

BEFORE THE SESSION

REALITY CHECK!

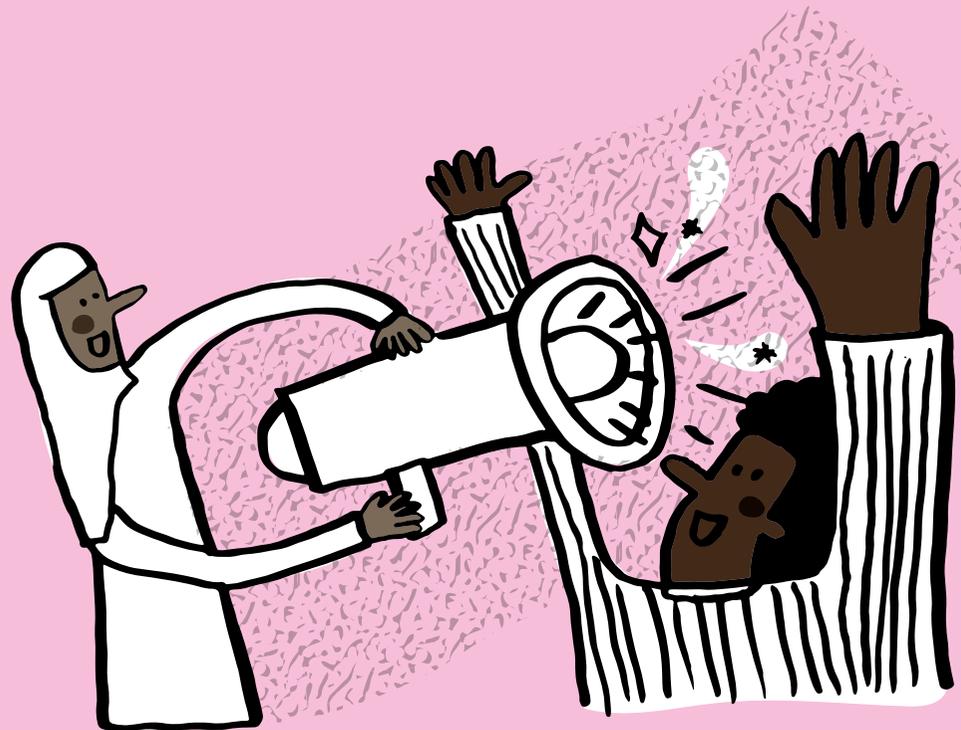
Think about the resources available to support this group if they decide they want to develop and deliver a local campaign themselves.

If resources are not available say so explicitly at the start of the session, so that expectations are managed. Focus instead on the kind of campaigning which you *are* able to develop, for example playing their part in existing local, regional or national anti-poverty campaigns.

CONTACT THE END CHILD POVERTY COALITION

Get in touch via the coordinator, whose email address can be found on the [End Child Poverty coalition website](#). They will be able to:

- Tell you whether the coalition has any resources that your group could access.
- Give you an overview of what End Child Poverty Coalition is itself doing, including national and regional campaigns which your group could join in
- Suggest speakers / trainers to help your group campaign



CAMPAIGNING AGAINST POVERTY

1 ICEBREAKER

15 mins

This should take about 15 minutes. For more details about how to run this activity, see Meeting one.

2 WHAT IS CAMPAIGNING?

20 mins

Aim: To ensure the group has an understanding of what campaigning is, and what it can achieve

RESOURCES



Campaigning logos and slogans to prompt if needed

IN PERSON:

- Pens or pencils and paper

ONLINE:



- Someone to take notes, either with a pen and paper or via Word

TASK:

Explain that a campaign is a way of using our power and influence to put pressure on people in power to make change happen.

As a group identify campaigns you are aware of such as Youth Climate Strikes, Black Lives Matter and Marcus Rashford's Ending Child Food Poverty work – list these for everyone to see.

Divide participants into smaller groups and ask them to think about:

- What each campaign sets out to achieve?
- What tactics did the campaigners use to try and achieve this?
- Has the campaign been successful?
- What do they think of the campaign?

3 INTRODUCING ANTI-POVERTY CAMPAIGNING

10 mins

AIM: To help put the group's campaigning in context and introduce sources of support and ideas.

RESOURCES

A copy of this statement, displayed either on flip chart paper, or on a shared computer screen which everyone can see:

“Our historic aim will be for ours to be the first generation to end child poverty. It will take a generation. It is a 20-year mission, but I believe it can be done.”

Prime Minister Tony Blair, 18th March 2000

TASK:

Display the statement from former Prime Minister Tony Blair where everyone can see it. If needed explain who Tony Blair is, and why he would have made this statement.

Ask the group what their reaction is to hearing this? Now 20 plus years later do they feel this has been achieved? If not, why?

Individually, in pairs, small groups or all together, ask group members to complete the statement: **Ending child poverty is important because...**

4 WHAT CHALLENGES HAVE WE IDENTIFIED IN OUR LOCAL AREA?

20-30 mins

AIM: To focus the group on their shared motivations for campaigning.

RESOURCES

IN PERSON:

- Your map, if you have one, from Meeting three. You could make a copy of this for the group to continue writing on. If you don't have a map start with the mapping exercise
- Post-it notes
- Pens or pencils

ONLINE:

- Your map, if you have one, from Meeting three
- A note taker with access to Word or paper to write up comments from the group

TASK:

Divide participants into smaller groups and ask them to look at the map and summarise the themes that they can remember from their conversations during Meeting three. You may need to prompt them, with questions like:

What does child poverty look like in our area?

Thinking about the specific areas identified on the map, ask; What changes would you like to see in our real or imagined local areas? Write these on the map. Who has the power to make these changes? How could we get them to do this?

5 DECISION TIME!



AIM: If the group has identified something that they want to change, then campaigning is an effective way that they can make their voices heard.

This activity introduces them to some campaigning ideas – some big, some small. These are just for inspiration, the group can come up with their own!

Contact the [End Child Poverty Coalition](#) to see if there is any upcoming national campaigning that you could join. The coalition often has an activity planned during October (as part of Challenge Poverty Week) and in May (publication of local child poverty statistics for every constituency in the UK).

You may also need to **revisit your group agreement** during the discussion and reassure people that there is never any obligation for them to share personal experiences publicly. There are many other creative and effective ways to campaign.



Copies of the four campaign ideas below to look at in small groups.



IN PERSON:

- Pens or pencils and paper

ONLINE:



- Someone to take notes, either with a pen and paper or via Word

TASK:

Think about the ideas identified on the map, choose a couple which interest the group to focus on.

Look at the four ideas for campaign action below. Divide into four small groups and give each idea to one group to discuss:

Do you think this idea would work for the issue you have chosen?

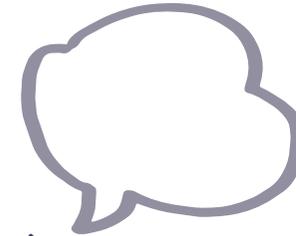
What would you want to change about this idea to make it work better for this issue?

What support would you need to make it work?

Each small group then presents the idea they have been looking at back to the whole group.

Try to summarise some next steps for the group from the discussion and agree together with the group which ideas you will help them take forward.

INVITE YOUR MP, MAYOR OR LOCAL COUNCILLORS TO MEET YOU



Meeting people who have the power to change things is a really good way to raise concerns about an issue or to ask them to take a very specific action.

- Who are these people in your area?
- How could you meet to tell them about the changes that you want to see?

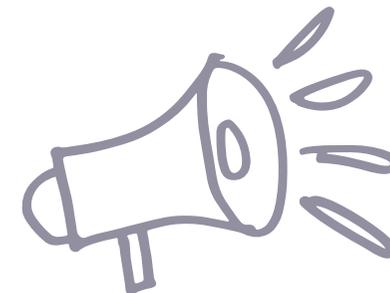
Is there somewhere that you could invite them to for a meeting, which could help get your message across? (For example, outside the local leisure centre to make the point that some children growing up in low-income families may not be able to afford swimming lessons or other out-of-school activities).

HOW COULD IT WORK?

In May 2021, the End Child Poverty coalition published local child poverty data for every constituency in the UK. MPs were invited to meet with representatives from the coalition on a single day – quick, 10 minute meetings with each MP. Young people joined many of these meetings to share their experiences of growing up in poverty and a video was played to the MPs who were unable to meet them in person.



FIND A CREATIVE WAY TO TALK ABOUT YOUR EXPERIENCES



Sharing individual experiences is a really powerful way to get people involved in your campaign and encourage them to take action for change.

- Who are the people in your area able to make decisions?
- What creative ways could you find to tell them about your experiences and about the changes that you want to see?

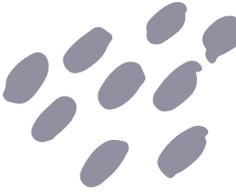
HOW COULD IT WORK?



Watch [this video of Naomi and Amelia](#).

This video was sent to MPs by the End Child Poverty coalition.

A PUBLIC STUNT



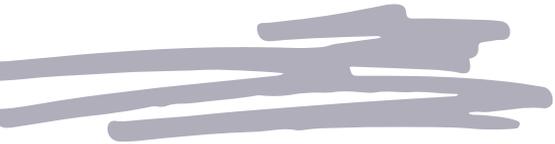
Doing something creative to attract the attention of your local media, or to be shared on social media, is also a great way of getting a message across.

- What local media (websites, social media, radio stations or newspapers) are there in your area?
- What creative stunts could draw attention to the changes that you want to see?
- What social media platforms do people use to highlight campaigning issues?

HOW COULD IT WORK?

Campaigners held unfair football matches to show that international trade is biased against poorer countries. In the matches, one team had all the advantages (more players, bigger players, two goalkeepers) whilst the opposition were restricted (playing with legs tied together, smaller goal to score into).

It was a visual way of showing an unfair situation, which people who make decisions could be invited to take part in - without needing an expert or anyone to speak from personal experience. And it provided great photos for the local newspaper.

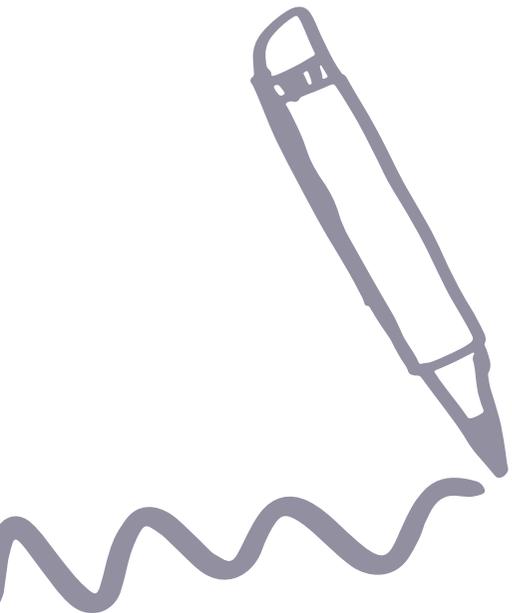


STARTING A PETITION

People who make decisions can be influenced if they feel lots of people want something to change. A petition, lots of people's signatures in support of an issue, can be really helpful in demonstrating that many people want change.

HOW COULD IT WORK?

The footballer Marcus Rashford wanted to ensure that children did not go hungry, he wanted the government to expand access to free school meals and to provide meals and activities during the school holidays. He launched a petition on the government's own website which was signed by over 1.1 million people. As a result the government had to debate the issue, and decided to change their position – ensuring children were fed over the holidays.



6 EXTRA IDEAS AND RESOURCES FOR A LOCAL CAMPAIGN

45 mins

TASK:

Look at the ideas from the previous activity. Are there one or two ideas which you would like to take forward? Get the group to think about the questions below to help focus the conversation. Write up the answers on the flip chart paper or on a shared computer screen.

These are some of the questions the group would need to answer:

- Do we want to campaign?
- Do we want to campaign as this group?
- What do you want to see change?
- Why is it important to young people in the area?
- Who do you need tell and what do you want them to do?
- What's the best way of making contact with them? (through social media, in person, in the local newspaper, at a local council meeting?)
- Do we want to use to our personal experiences to get the message across? If so, what is the best way of doing that?
- How can we get others involved?
- What are the immediate next steps?

You could now begin to assign roles to members of the group to take the campaign forward. For example, someone could be nominated to approach a local decision maker to arrange a meeting, whilst someone else begins to write up their experiences of living in poverty for use in a press release.

You could also contact the coordinator of the [End Child Poverty Coalition](#) who may be able to help run and facilitate some campaign planning sessions, if this is something the group would like to take forward. Or they could provide support and guidance for local campaigning work generally.

AIM: To understand if the group do want to campaign and work out what issues they would like to work on and how they want to do it.

RESOURCES

IN PERSON:

- Pens or pencils and paper

ONLINE:

- Access to a shared creative tool such as Jamboard
- Or a shared screen displaying Word for taking notes

7

DEBRIEF

15 mins

This should take about 15 minutes. For more details about how to run this activity, see Meeting one.



You can get in touch with the coalition by emailing the
Coordinator Rachel Walters at rachel@endchildpoverty.org.uk

Toolkit design by www.noble.studio



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