

Campaign! Make an Impact Short Guide for Schools

***Campaign! Make an Impact* is an innovative initiative that uses history to inspire young people into active citizenship, ‘social action’ and the ‘Big Society’.**

This simple three step model enables schools to work with museum and archive collections, and get involved in local issues. A cross-curricular programme of activity includes:

1. Exploration of historical campaigns to show how people changed things in the past.
2. Investigation of how these historical campaigners got their message across, comparing these methods to modern day campaigning and media techniques.
3. Developing campaign skills, enabling and inspiring children and young people to run their own campaigns about issues that affect them today, and to get involved as active young citizens within their own communities.

The programme enables and empowers young people, raising self-esteem and building confidence in their ability to make a valuable contribution and to change things within their own lives and communities. [Recent campaigns](#) created by young people have tackled a wide range of issues such as knife crime, bullying, racism, traffic calming, litter, and the right to be heard as young people.

Planning a successful project

The *Campaign! Make an Impact* model provides a structured and flexible model to support the teaching of Citizenship across a diverse range of age groups and settings, enabling positive outcomes whether Citizenship is taught in school as a single subject or within a cross-curricular approach. A website provides a full range of resources to assist you in planning your own programme of work - www.bl.uk/campaign .

It is recommended that all projects incorporate all 3 steps of the *Campaign! Make an Impact* model in order to maximise the impact on young people and help them understand how campaigning can work in their own lives. The emphasis and balance between the 3 key elements may be adjusted and tailored to the particular aims and requirements of each individual school group taking part.

Planning a project

The *Campaign! Make an Impact* [Teachers' Handbook](#) will give you detailed information on how to plan a project.

Questions to consider:

What is the scope of your project?

- Single class, year group, whole school involvement

What Key Stage/year group will be involved?

- KS2, KS3, GCSE, GCE, Diploma

Which subject areas and/or school development plan targets do you expect your project to align to?

- Introduction to Citizenship
- History
- Creative and Media Diploma
- Extended schools (varied menu of activities)
- Community engagement/ cohesion
- Transition
- Supporting learning of vulnerable groups SEAL
- Literacy
- English as an additional language

What is your available timescale?

- Minimum of 6 hours is recommended for KS3

Which other teachers in your school would you like to involve?

- History, Citizenship, English, Art, ICT.....

How will you approach the historical campaign? Will you use the [resources on the on the British Library Campaign! Make an Impact website](#) only?

- Abolition of the Slave Trade
- Suffragettes
- Public Health
- Chartists

Or will you work with a museum or archive?

- Go to [Find a Partner](#) on the *Campaign! Make an Impact* website. If a museum or archive is already involved in *Campaign! Make an Impact* then find out what they can offer and book a visit.
- Or plan your own visit to a museum with a relevant collection.

Top tips for a successful project:

- Work with other teachers and spread the project across a range of subjects.
- Make sure students are regularly working on their campaigns. If they are only doing it once every two weeks they may lose momentum.
- Use a participating museum or archive.
- Take advantage of opportunities of crash down curriculum days/ cross curricular days.
- Let young people choose their own campaign subjects as far as is practical. There is guidance in the handbook on how to do this. Avoid the temptation to guide them towards school agendas.
- Factor in sufficient time for students to run their campaigns; otherwise they may become de-motivated, having had their expectations raised.
- Involve the local community – specialist interest groups, councillors, local leaders, campaign groups etc.
- Plan for sustainability so the process can be repeated easily with other groups.
- Celebrate the students' achievements. If you have worked with a museum or archive they may like to be involved in this. Templates for *Campaign! Make an Impact* certificates are available from the British Library.