THE IMPACT TOOLKIT FOR TEACHERS

Produced by



The film distribution and impact specialist

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INTRODUCTION

This toolkit is a simple resource for any school teacher who wants their pupils to use art and creativity to engage in environmental and social change in the community. It will help them understand:

- How art projects bring great impact and visibility to environmental and social justice issues

- How to plan an impact campaign using artwork created by your pupils

- How a local school ran their own art based impact campaign

The toolkit is illustrated by the art-led impact campaign designed by Primary 6 pupils of Castleton Primary School to promote the social and environmental benefits of Castlemilk Food Pantry.

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WHAT IS AN IMPACT CAMPAIGN?

You've probably engaged in 'Impact' before, maybe without realising it. An impact campaign is an organised series of actions by an individual or group designed to bring different kinds of change such as changing minds, changing behaviour, building community, changing policy.

When planning an impact campaign, you must decide what kind of change you want to see. You can changing minds, change behaviour, build communities or changing power structures etc.

Examples of local impact arts projects are:

Leaves For Life - A peaceful march with bikes decorated with fallen leaves to encourage cycling over driving.

An Air Pollution Solution - Pupils created a living wall full of plants to counteract the pollution from a nearby road.

Almost To The Moon - A campaign to recognise the damage done by textile industry and fast fashion. If we joined up all the clothes thrown away each year it would reach *almost to the moon*.

Green News Broadcast - A news programme and song to combat climate change.

The Lonely Tree - A children's book about a tree that invites us to take action.

The above projects are all responses to climate change as part of the Create4Glasgow initiative. As you can see, art can be used in many different ways to help raise awareness and provide creative ways for people to get involved in change making.

Impact campaigns can be started by anyone who wants to raise awareness about or take 'action' on any issue, with the hope that their actions will have a desired positive outcome.

Collectively, our voices are louder together and the impact of our actions will be greater, but the idea of running an impact campaign can be daunting.

This pack is designed to give teachers the confidence to work impact elements into their overall teaching practice.

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PLANNING AN IMPACT CAMPAIGN

Before starting an impact campaign, there are some key points to consider:

- **Impact Goals**: What is your main impact goal? Are there 'stepping stone' goals that get you closer to the main goal? How do you achieve these?
- **Timeline:** What is the timeline for your campaign? Are there stages and milestones for activity and is it realistic?
- **Target Audience:** Who is your campaign aimed at and where can you find them?
- **Campaign Activity:** What are you going to do to speak to this audience and how will you do it?
- **Partnerships:** Who will you collaborate with to create the desired change and how will you do this?
- **Measuring Success:** How do you know if your campaign has had impact and created the desired change? What information do you need to measure success?

On page 26 you'll have an opportunity to plot out and plan the genesis of your own campaign. But before you get started, take some inspiration from a project ran by **Castleton Primary School** to see how they approached their own cross-arts impact campaign...

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CASE STUDY: CASTLEMILK FOOD PANTRY

PROJECT OVERVIEW

For the last school year, the P6 class at Castleton Primary School have been working with their teacher, Miss Kerr and the artist-in-residence, Deirdre Nelson, on a cross arts project called **Castlemilk Food Pantry**.



"Stop Food Waste" - One of the advertising designs created by Castleton Primary School

This is a project that involves interdisciplinary learning, child-led research, data-handling, money and budgeting as well as graphic design, scriptwriting, signwriting, filmmaking, music composition, letter writing and more.

The objective of the project is to promote the local Castlemilk food pantry. It gives members, who sign up for £1 a year, access to around £15 worth of goods, food from supermarkets that would other be wasted, for a flat rate of just £2.50 per shop.

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CASE STUDY: CASTLEMILK FOOD PANTRY

LOCAL CONTEXT

Castlemilk Food Pantry draws inspiration from a previous school project called **It's Just Not Fair,** which aimed to address the lack of a supermarket in Castlemilk and the environmental and public health implications of a heavily populated community having no local, affordable access to groceries.



It's Just Not Fair: a previous impact film made by the kids at Castleton Primary School

The resultant, award winning, impact video was a viral success online, generated publicity on major national broadcasters and news platforms and was recognised in a motion at the UK Parliament.

The food pantry project is the next chapter for Castleton Primary, again bringing their creativity to add visibility to community activism. In the absence of a long term solution from local government and leading supermarket retailers, local people are taking matters into their own hands .

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CASE STUDY: CASTLEMILK FOOD PANTRY IMPACT GOALS

Stepping Stone Goal:

A "stepping stone" goal will help you take a step closer towards the main impact goal.

At the start of the project, It emerged that the children thought that the pantry was only for homeless people and would be less likely to use it.

However, in the pupil's own research they discovered that the pantry is open to anyone in the postcode and that in the midst of a food poverty and cost of living crisis, it was important that people felt comfortable making use of this community led service.

Consequently, the group agreed that their stepping stone goal was to **de-stigmatise the pantry** by highlighting its inclusiveness.





The team at the Castlemilk Pantry

Main Impact Goal:

To **promote the pantry** within the Castlemilk postcode as an accessible, cost effective and environmentally friendly, short-term solution to a long-term problem.

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CASE STUDY: CASTLEMILK FOOD PANTRY TIMELINE

When thinking about the timeline for your campaign you must consider the following:

Availability - how long can all the people involved participate?

The Castlemilk project began in term 2 in 2021 to coincide with COP26 and was to run for the academic year until June 2022 where the group will deliver their final works. Work was planned over the course of the year through a series of workshops with the artist-in-residence.

Opportunities - what events are happening across the calendar year that might help give your campaign prominence?

The initiative was launched to coincide with COP26 and the school's participation in Create 4 Glasgow opened up new avenues of discussion.

Challenges - What obstacles might cause delays?

The learning curve of the topic i.e. how quickly will the group understand the issue before they decide what their plan of action is? Luckily, the group had already been studying various climate issues in class.

Urgency - Does your issue require immediate impact?

As the cost of living and climate crises have accelerated, there is a certain urgency for the group to get the message out quickly and widely to the community. Therefore, a quick call to action is needed that can reach their local audience as widely as possible.

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CASE STUDY: CASTLEMILK FOOD PANTRY TARGET AUDIENCE

When thinking about target audience, you must consider:

Who?

Describe in detail the kinds of people you want to target in terms of age, demographics, family, vocation, socio-economic status etc. Give them names, jobs, interests and behaviours that help you understand them better. This can also be an opportunity to address and dispel stereotypes in class.

Where?

Is this targeted at people who can be found in a specific place like Castlemilk, or is it a general group that have no specific location i.e. women.

Think about where you can speak to them i.e. workplaces, social spaces, online, particular parts of a neighbourhood etc.

The target audience for the **Castlemilk Food Pantry Project** was all people within the postcode. Therefore, the group had to create activities that all members of the community could engage with.

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CASE STUDY: CASTLEMILK FOOD PANTRY CAMPAIGN ACTIVITY

What

The Castlemilk Food Pantry Project produced a number of diverse impact artworks that were designed to appeal to the target audience.

These works were two-tiered:

1. **Smaller works that had their own stand alone impact value i.e. posters, a song etc.**

   The most impactful idea in tier 1 was the creation of a large advert for the side of the number 75 bus that takes people to the inaccessible supermarket 2.5 miles in the next suburb. The group identified that as a place where their message about The Food Pantry would get the most notice from their target audience.

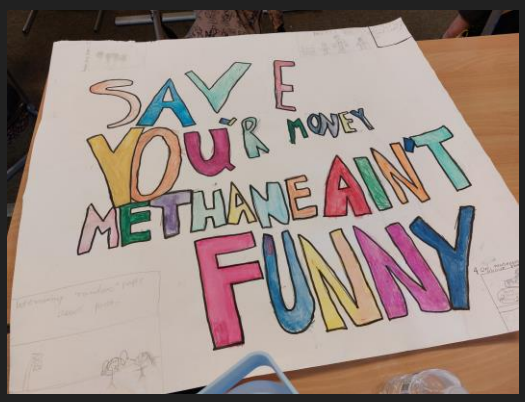
1. **A larger final work produced at the end of the year that combined all of the smaller works.**

   The agreed final work is film that will bring together the various elements of the project into one compelling documentary promoting the pantry to a wider audience online, much as their original short film garnered attention both online and in national media as well.

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CASE STUDY: CASTLEMILK FOOD PANTRY CAMPAIGN ACTIVITY









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CASE STUDY: CASTLEMILK FOOD PANTRY MEASURING SUCCESS

WHAT DOES SUCCESS LOOK LIKE?

At the end of any campaign it is important to reflect on how successful it has been. Doing this with the class will give the pupils the satisfaction of seeing how effective their hard work was.

The simplest way to measure success is by taking note of information at the start of the project and comparing it with new information that you gather at the end.



The **Castlemilk Food Pantry** group can measure the increase of usage of the pantry between the beginning and end of the campaign (at the end of the summer 2022 term) to gauge its impact, but it is likely it's legacy will continue beyond its project finish date.

They can then find out what elements of their campaign were most impactful, by conducting a survey of those who use the pantry which simply asks how people found out about it.

The metrics for success will be different for each project, but for Castleton Primary they can also measure the number of views the film, how many times it has been screened in front of decision makers and follow up by asking those who view to sign a petition for change.

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CASE STUDY: CASTLEMILK FOOD PANTRY CAMPAIGN ACTIVITY

How?

At the beginning of the project, the children split themselves into groups, depending on their interests and skills and began researching the topic and developing ideas.

The Teams



Researchers

A team who investigated the issue and produced information, stats and data that informed the other creative teams. In their initial research the team discovered that there is a direct link between food production, food waste and climate change and that both cause dangerous levels of methane. They also discovered that methane is a far more dangerous gas than the other greenhouse gases and concluded that the food pantry prevents food waste and therefore, was one way to combat climate change.

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CASE STUDY: CASTLEMILK FOOD PANTRY CAMPAIGN ACTIVITY



Marketing and Communications

A team who took information from the researchers and turned it into snappy slogans, ads, artwork and other forms of communications. The department came up with *"Save Your Money, Methane Ain't Funny"*, the idea of putting their poster design that promoted the pantry in the local 75 bus.



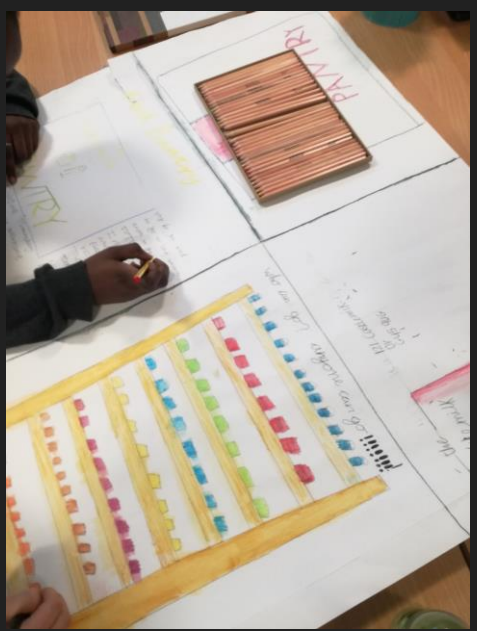
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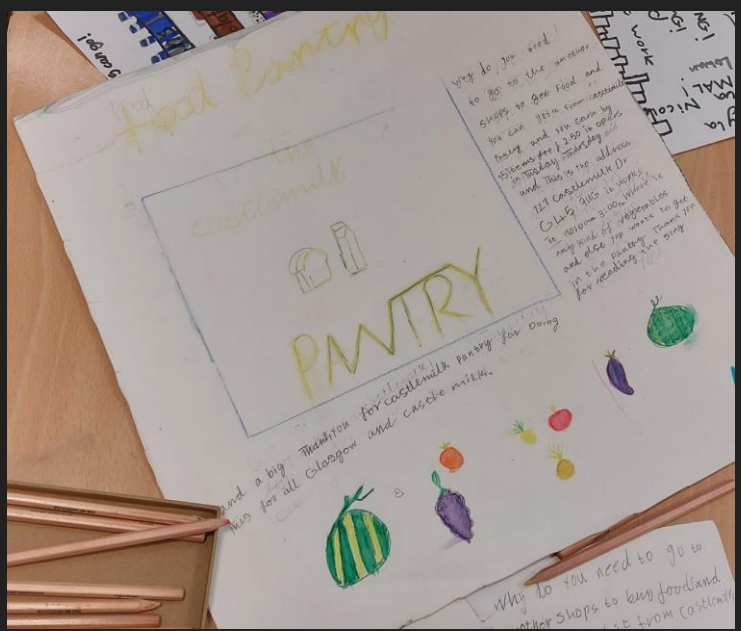
CASE STUDY: CASTLEMILK FOOD PANTRY CAMPAIGN ACTIVITY



Art Department

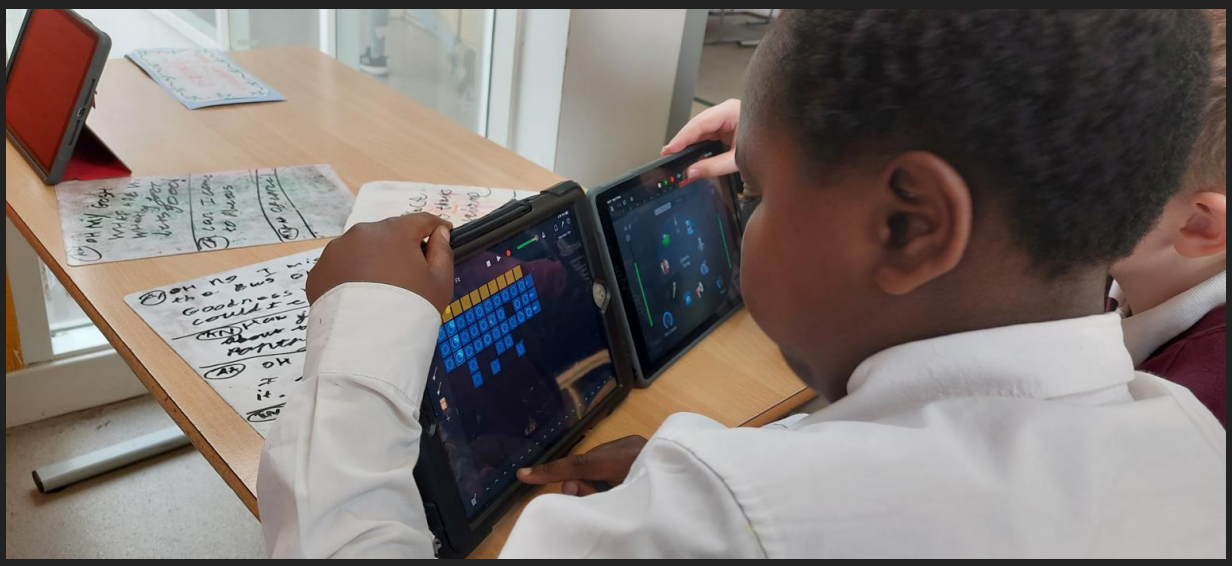
The team were responsible for creating posters and backdrops for the film team to use on their green screen sequences. They were also responsible for responding to all the different art requests from each team and fed back into the needs of the wider project.





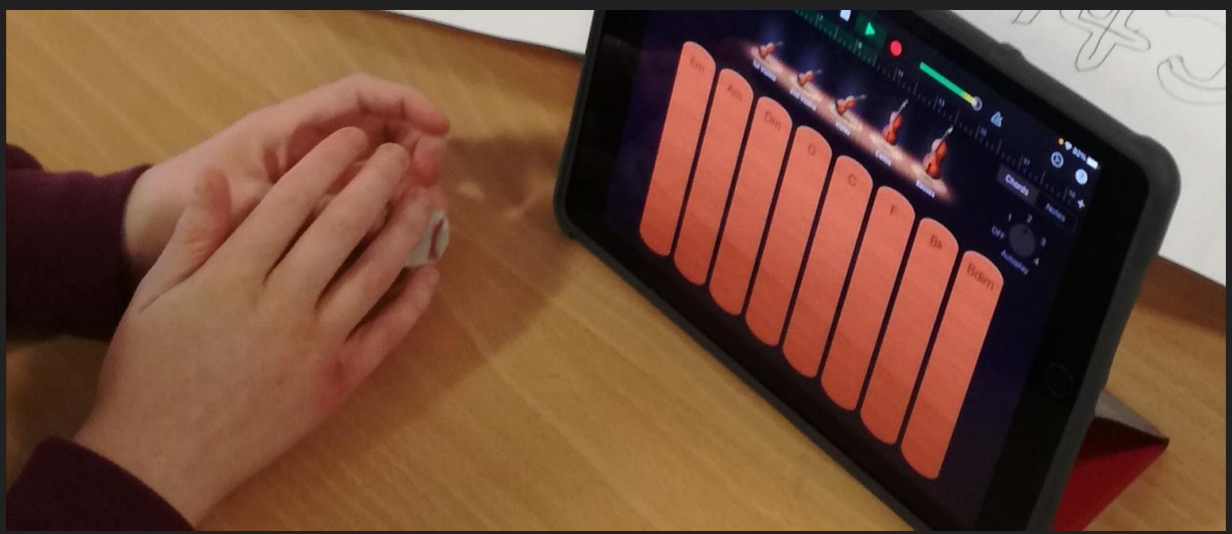
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CASE STUDY: CASTLEMILK FOOD PANTRY CAMPAIGN ACTIVITY



Music Department

The music team took the slogan “Save Your Money, Methane Ain’t Funny” created by the marketing team and composed a protest song that would also be used in the final film project. The team worked together to write the lyrics and record the music using GarageBand app of their ipads.



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CASE STUDY: CASTLEMILK FOOD PANTRY CAMPAIGN ACTIVITY

Film Production

The film team developed a script and storyboard and brought all of the individual art elements together into the final film product. As with the previous film project, the school will launch the film online. There are many opportunities for film to raise the profile of the campaign in Castlemilk, for example: place the film in the media as an exclusive news story, submit it to film festivals or organise a high profile screening at parliament as part of a call for government action.



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CASE STUDY: CASTLEMILK FOOD PANTRY PARTNERSHIPS

When it comes to impact campaigns **collaboration is everything**.

Impact campaigns often begin unfunded and as voluntary initiatives in people's spare time.

Therefore, it is crucial to identify impact partners to help get your campaign off the ground and progress your project.

A strong impact partner will:

- Give advice
- Make introductions to other partners and ambassadors
- Help get the word out
- Provide resources
- Facilitate activities
- Perhaps even provide cash or in-kind funding

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CASE STUDY: CASTLEMILK FOOD PANTRY PARTNERSHIPS

You can create partnerships with:

- Individuals who yield authority or influence
- individuals who have authority to influence change
- Governments and local authorities
- Companies and brands
- Charities
- Community groups

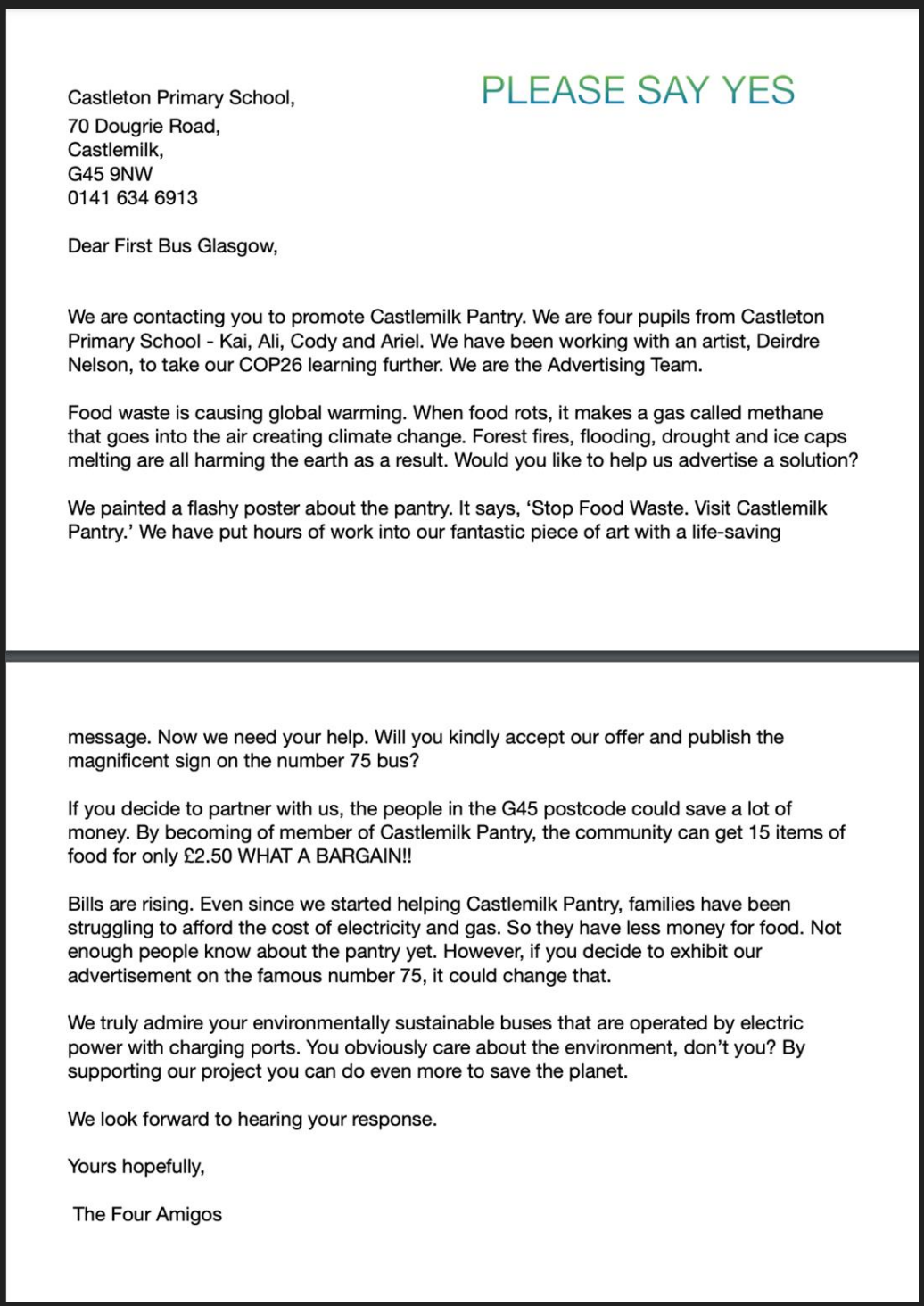
When looking for an impact partner, you should seek individuals or organisations who will be sympathetic to your cause and who will benefit mutually from a relationship with your campaign.

Often, there are organisations who will already be campaigning around your issue so charities and organisations in the third sector are good places to start reaching out for partners.

The **Castlemilk Food Pantry** team had a natural partner in the pantry itself. But, in order for their idea of the bus ad to come to life, they needed to develop a relationship with the bus company...

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CASE STUDY: CASTLEMILK FOOD PANTRY PARTNERSHIPS



Castleton Primary School,
70 Dougrie Road,
Castlemilk,
G45 9NW
0141 634 6913

PLEASE SAY YES

Dear First Bus Glasgow,

We are contacting you to promote Castlemilk Pantry. We are four pupils from Castleton Primary School - Kai, Ali, Cody and Ariel. We have been working with an artist, Deirdre Nelson, to take our COP26 learning further. We are the Advertising Team.

Food waste is causing global warming. When food rots, it makes a gas called methane that goes into the air creating climate change. Forest fires, flooding, drought and ice caps melting are all harming the earth as a result. Would you like to help us advertise a solution?

We painted a flashy poster about the pantry. It says, 'Stop Food Waste. Visit Castlemilk Pantry.' We have put hours of work into our fantastic piece of art with a life-saving message. Now we need your help. Will you kindly accept our offer and publish the magnificent sign on the number 75 bus?

If you decide to partner with us, the people in the G45 postcode could save a lot of money. By becoming of member of Castlemilk Pantry, the community can get 15 items of food for only £2.50 WHAT A BARGAIN!!

Bills are rising. Even since we started helping Castlemilk Pantry, families have been struggling to afford the cost of electricity and gas. So they have less money for food. Not enough people know about the pantry yet. However, if you decide to exhibit our advertisement on the famous number 75, it could change that.

We truly admire your environmentally sustainable buses that are operated by electric power with charging ports. You obviously care about the environment, don't you? By supporting our project you can do even more to save the planet.

We look forward to hearing your response.

Yours hopefully,

The Four Amigos

Letter to First Bus Glasgow

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CASE STUDY: CASTLEMILK FOOD PANTRY TESTIMONIALS

WHAT THE PUPILS SAID:

"In the Castlemilk Pantry they take the extra food from the supermarkets and give it out for £2.50 and that helps prevent food being wasted. So it helps people who don't have enough food but it also helps the environment. I've also learned about fast fashion, which is where we make too many clothes than we need and it has a bad impact on the environment because the materials used pollutes the waters in the rivers and seas."

Ariel, Pupil (aged 10)

"Everybody has to try their hardest. Politicians, the average person, celebrities...we all need to try our hardest to beat back climate change."

Dylan, Pupil (aged 10)

"I would make everyone aware of what's happening because if we don't do something the world is going to crumple into a wee ball. I would put up posters and make videos and upload the videos online and do everything I can to get the message across. I can see myself becoming a climate activist."

Cassidy, Pupil (aged 10)

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CASE STUDY: CASTLEMILK FOOD PANTRY TESTIMONIALS

WHAT THE ARTIST SAID:

"I think in some ways I have been very lucky with this class as I think they already were activists. They showed me previous projects and the way the teacher works with them and it is clear they are.

This project has huge potential to become a bigger, wider campaign to draw focus upon Castlemilk as a neighbourhood that demonstrates the coming together of both economic and environmental difficulties.

*The **Castlemilk Food Pantry** project is the second instalment of this story, where the community is taking matters into its own hands and attempting to solve multiple problems at once with the food pantry.*

The kids are very aware of the rise in cost of food and fuel and they are anxious about it. So these kids have a huge part to play in how the story ends here.

The point is that the story is not finished until the people say it is finished..."

Deirdre Nelson - Artist-in-Residence

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CASE STUDY: CASTLEMILK FOOD PANTRY CONCLUSIONS

WHAT ARE THE TAKEAWAYS FROM THIS CAMPAIGN?

1. The campaign is changing attitudes and behaviours towards using The Food Pantry

1. It is raising awareness and understanding about climate change impacts the lack of local, basic infrastructure has on them.

1. In the long term, the current pupils' still have a desire to drive real change through advocating for real sustainable solution alongside the main campaigning work of **Castlemilk Food Pantry.**

1. Art and people power is crucial in communicating complex environmental and social challenges.

1. The importance of child led-learning shouldn't be underestimated!

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TASK:
PLAN YOUR IMPACT CAMPAIGN

Hopefully by now you're feeling inspired by the work of Castleton Primary School!

Remember...

Every action creates a reaction, big or small.

So, what can do to make a change at your school?

Make a start in your class with this Impact Campaign Worksheet and start the next campaign to effect change in your community.

GOOD LUCK!

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ACKNOWLEDGEMENTS

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In partnership with DocSociety - a non-profit committed to enabling great documentary films and connecting them to audiences globally.

www.cosmiccatfilms.com

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