

# Create social change through the arts.



INFORMATION LITERACY



REFLECTION



CRITICAL THINKING

AN INITIATIVE OF



MADE POSSIBLE BY

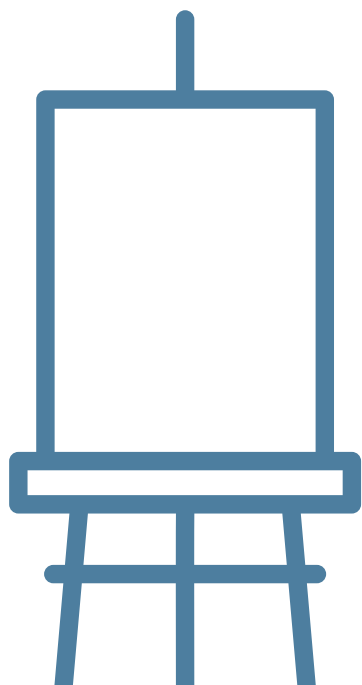


**A special thank you to Participant Media for creating entertainment that inspires and compels social change.**

Through the power of storytelling, Participant Media and its digital entertainment division, SoulPancake, are helping to engage audiences while bringing global awareness and action to today's most vital issues.

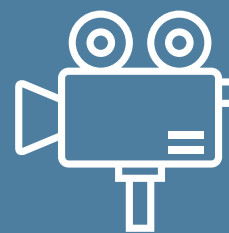
# Advocacy + Arts = CHANGE

The arts are a common language that can bridge our differences and pave the way for a more accepting future. They communicate universal truths and allow people to express themselves. The arts give you an opportunity to use your creativity to advocate for something that you believe in. Use the WE Film For Change campaign to create your own documentary film to shed light on an issue that's important to you, your school or your community. Share it with others to spread the message and help create social change.



**FACT: The developmental benefits of practicing art include: improved academic performance, cultural awareness, inventiveness, decision making and language development.**

## Film a documentary to advocate and make an impact.



### Campaign in Action

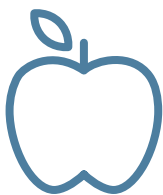
Students at Kittitas High School are taking action on an issue very close to their hearts. In November 2015, one of their peers passed away suddenly after battling NF1, a genetic disorder that affects multiple systems of the body. He and his family have been an integral part of the community, and Kittitas High School wants to honor his legacy by sharing his story. To do this, they have chosen to film a video and profile his family members and loved ones as they share the impact of the disease on their lives. Through WE Film For Change, they are using their passion and creativity to honor their classmate and bring awareness to NF1.

#### At School

Step 1. Select an issue. Choose which issue matters most to you (e.g., poverty, inequality).

Step 2. Create an artistic piece to highlight your issue (e.g., painting, skit, dance).

Step 3. Film your impact!



#### At Home

- Host a family movie night. Create and share your own movie reviews and awards for favorite scenes.
- Create a skit with your family to address an issue and film it to share with others.



#### As a Community

- Create a movie and screen it at your local community center.
- Host a play or collection of skits to share with people in your neighborhood.



## Classroom Resource

*Arts for Transformation: Creating meaningful change through the arts.*

Grade Level	Subject Connection	Learning Goals	Skills Developed
4 to 8	<ul style="list-style-type: none"> <li>• Visual and Performing Arts</li> <li>• English Language Arts</li> <li>• Social Studies</li> </ul>	<ul style="list-style-type: none"> <li>• Learn how storytelling can help to raise awareness for issues affecting communities locally and globally.</li> <li>• Explore the ways the arts can be used to create social change.</li> </ul>	<ul style="list-style-type: none"> <li>• Action planning</li> <li>• Research and writing</li> <li>• Argument formation</li> <li>• Organization</li> <li>• Reflection</li> <li>• Information literacy</li> <li>• Critical thinking</li> <li>• Leadership skills</li> </ul>
9 to 12			

## Tech for Good Badge

You have the power to influence others through art and technology. Use a social media platform to rate and review movies about social change and justice. Share the reviews and the reasons why these movies matter and make a difference. Be sure to share your experience using [#WEfilmForChange](#).

**Go further:** Create an online quiz for students to take that gives them a recommended movie to watch based on their social justice interests.



## Checklist

- Investigate and learn with the Issue Cards
- Visit [WE.org/wefilmforchange](https://we.org/wefilmforchange) for more resources
- Create an Action Plan
- Put up campaign posters
- Watch and share the campaign video
- Print out and distribute the Creative Resource
- Share on social media with [#WEfilmForChange](#)
- Complete your Campaign Impact Survey
- Plan your WE DayX

# Let's get doing.

## Step 1: Investigate and Learn

To advocate for change, you first need to know what you're passionate about! If you're not sure what issue you want to tackle, try using the Exploring Issues activity to learn more about local and global issues.

Create a list of issues or causes your group is interested in advocating for.



What artistic interests do your group members have? Discuss what type of art project would work best for your group (e.g., a painting, graffiti wall, spoken word, dance, skit, etc.).



► After you choose an art project, you'll be filming it and sharing with others to raise awareness!

## Set Your Goal

Art can take on many forms! To advocate for your cause, choose which type of art project your group will do.

What cause or issue will you take action on? \_\_\_\_\_

How will you take action through art to advocate for your cause? \_\_\_\_\_

When will you film your documentary? \_\_\_\_\_

How many people will be directly involved in the art project and filming the documentary? \_\_\_\_\_

How many people do you want to share your art with? \_\_\_\_\_

What impact do you hope to make through your actions? \_\_\_\_\_

## Step 2: Action Plan

Consider the following elements to help you make an impactful film:

**Target Audience:** Who will be watching the video? \_\_\_\_\_

**Cause:** Why are you sharing this story? \_\_\_\_\_

**Message:** What is an effective story? \_\_\_\_\_

**Music:** This will set the tone of the video, so choose carefully. \_\_\_\_\_

**Pictures:** Positive or negative images? A mix of the two? \_\_\_\_\_

**Call to Action:** What do you want people to do after seeing the video? \_\_\_\_\_

## Storyboard

A storyboard is used in movie production to represent how the video will unfold. By using drawings, directions and dialogue in a number of squares, a storyboard should show people how the video will look and sound.


## Step 3: Take Action

Lights, camera, take action! It's time to film your art project and advocate for your cause. And remember, film can be used to create positive change, but to do that it needs to be shared! Share your documentary with the rest of your school and community to help amplify your message.



**Don't forget to share behind-the-scenes pictures of your filming process, along with updates and successes, on social media with #WEfilmForChange.**

### Reflect

How did your artistic piece advocate for your cause?



Did you run into any problems during your campaign?  
How did you solve them and what did you learn from this experience?



How will you continue to raise awareness through your art project?  
Will you share it at a community event? Post it online?



## Step 4: Report and Celebrate

### Report

How many people participated in your campaign? \_\_\_\_\_

How many people did you reach by sharing your art? \_\_\_\_\_

Did you raise any money through an event tied to your campaign (e.g., film screening)? \_\_\_\_\_

Has your educator contacted your WE Schools Program Manager about filling out an Impact Survey? ☐ Yes ☐ No

### Celebrate

Make sure you celebrate and share the success of your campaign, and reward yourselves for all your hard work.

- ☐ Share photos of your actions with your school, community and WE Schools Program Manager.
- ☐ Record the highlights of your event day and create a video.
- ☐ Celebrate impacts through a class party, assembly or WE DayX.

