**Lesson 4: Implementing your campaign**

**Lesson objectives**

* **To find out more about the work of The Children’s Society and other organisations campaigning to support improvement in mental health and well-being.**
* **To plan and deliver your own campaign on mental health and well-being.**

**Resources required:**

* **Flip chart paper and pens.**
* **Problem/solution trees from previous lessons.**
* **Copies of Slide 6, one per group.**
* **Computer and projector with internet access.**
* **Mobile phones/tablets may be required for film making.**

Either each group works on their own campaign, or vote as a group on one or two campaigns to work on together.

They should follow three phases:

RESEARCH   
(finish off from last lesson) ACTION EVALUATE

The scale and ambition of the campaign will depend on the time you have available and whether it could be linked to other school activities – for example through the school council or Rights Respecting Ambassadors (if you are undertaking the [UNICEF Rights Respecting School Award](https://www.unicef.org.uk/rights-respecting-schools/the-rrsa/about-the-rrsa/)).

**Examples of a campaign include:**

Making a leaflet for pupils to share information on support they can access on mental health and well-being.

Writing a letter to – or meeting with – the local MP about increasing funding for local services for young people struggling with their mental health.

Creating a short film to raise awareness shared on Twitter or another social media channel.

Collecting signatures asking people to show they’re against bullying.

Meeting with the SLT of school to suggest changes to improve well-being in school – for example, mindfulness sessions, trips, counselling services, a worry box, peer support.

**Review the impact of the campaign:**

Make sure there is time set aside for the groups to feedback and share the impact of their campaign with the wider school community. This may need to happen after a few weeks, perhaps as a display or assembly (see Slide 8)

**Become a campaign champion with The Children’s Society:**

The young people you teach may like to become campaign champions for The Children’s Society. We’ll give them all the tools and support you need to meet with people in power and make a difference, so if you’re interested they can visit [childrenssociety.org.uk/make-change](file://tcserhfil01/users/Sarah.Wayman/Profile/Desktop/childrenssociety.org.uk/make-change) visit to find out more.