

SOUTHBANK CENTRE

WOW Agents for change Activism Pack

SUGGESTED FOR AGES 11 – 25



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Agents for change

WOW - Women of the World festival, which takes place at Southbank Centre in London every year, is calling for all girls and young women to stand up for what they believe in and get campaigning in their local area.

As a young woman in the UK, your life has been directly impacted by gender equality achievements and obstacles in one way or another. Your right to education, to a career, to vote, to not be discriminated against, to choose who you marry, to be free from harm, to own the money that you earn – these have been fought for long and hard by many women and men before us. The fight for women's rights continues around the world.

We invite you to come up with an idea for a campaign in your group and start planning how you might launch your campaign. Then, come to Southbank Centre in London on **Saturday 10 March 2018**, where we will have a *WOW Young Women's Rally* to celebrate your campaign achievements and bring together like-minded women and girls at WOW 2018. The rally involves outdoor performances and young women like you speaking on stage about their campaigns.

Whether your campaign issue is already established or you want to start from scratch, we hope this pack will be a starting point to get your issues heard by the right people. Your campaign should address barriers and challenges that prevent girls and women in your local area from reaching their potential in their education, careers and personal lives.



Let us know if you'd like to come to the WOW Young Women's Rally

Anyone is welcome to take part in the challenge, but this pack is designed for existing groups in schools, sixth forms and youth groups supported by a qualified teacher or youth leader.

The suggested age group is 11–25. For groups under the age of 18, you must have a responsible adult with you to supervise any outreach and campaign elements for the project. Making a change isn't always easy, so it's important to have an experienced adult to help guide you to make your campaign a success.

We'd love to hear from you by **Monday 19 February 2018**. Let us know if you'd like to come to the *WOW Young Women's Rally* and whether you have begun to think about your local campaign. Please email us to let us know you are taking up the challenge:

festivalmakers@southbankcentre.co.uk

The need for young women's activism

36%

of girls aged 7 – 10 say people make them think that the most important thing about them is how they look[†]



69%

of girls aged 7 – 21 feel like they are not good enough[†]

24%

the gap in average full-time annual salaries between women and men^{*}

**60
years**

The estimated time remaining before the gender pay gap closes completely^{*}

^{*} A 2015 survey taken by Jon Stone of *The Independent*

[†] A 2016 survey taken by Girlguiding UK

How to get started

1.

Get together with your group

See if everyone is up for taking part in our *WOW Agents for Change* challenge. In one of your group sessions, do a bit of homework and bring a few issues that concern you. Before you start you might discuss how you are going to work together so that everyone in the group gets heard.

2.

Hold a brainstorming session

You can put down all of your ideas onto a few big pieces of paper. This can often work best by splitting off into small groups for the first five minutes and then bringing all your ideas back to the whole group for discussion. We suggest that you try to get down to three ideas to hold a vote on (unless you already have a clear winner).

3.

Choose your campaign by holding a vote

Make sure it is an anonymous and fair vote, and come up with the winning campaign.

4.

Think about how to capture your campaign story

Do you want to make a film about it in the style of a video diary, blog about it or just keep a scrapbook?

Once you have decided on your campaign

Think about what your campaign might tackle:

Creating your campaign manifesto and strategy may sound tricky, but it can be as simple as listing the issues that concern you and what you would like to do about it. Gather as much information as you can, in terms of facts, figures and statistics that help your campaign message. Make sure to make it easy to read – look up other people's campaigns online.

Stakeholders are fundamental to building your campaign strategy. Stakeholders are people, groups, organisations, or institutions that are connected to your issue. They may support your campaign, be adversely affected by the issue in question, have the power to change the situation, or even be responsible for the problem you have identified. Knowing all the stakeholders helps you define your audiences.

Find out who your local MP is. Your MP is your local voice and your voice in parliament, so getting them to hear your view is a fantastic move.

Once you have started to do some thinking and research around your campaign, join us at **Southbank Centre on Saturday 10 March 2018** for the **WOW Young Women's Rally**.

Do some research and find out about local organisations. You can look up some campaigns in your area through the 38 Degrees website:
<https://you.38degrees.org.uk/petitions/near/new>

Here are a few good websites where you can see if your cause is already being addressed!

Action Aid

<https://www.actionaid.org.uk/policy-and-research/research-and-publications/womens-rights>

International Center for Research on Women

<http://www.icrw.org/>

Don't forget to let us know by **Monday 19 February 2018** if you'd like to come to the **WOW Young Women's Rally**:
festivalmakers@southbankcentre.co.uk



Inspiring young women



Amal Azzudin

Amal Azzudin is an activist for human rights and social justice. As a young teenager, her family fled civil war in Somalia and were placed in Glasgow. At 15 years old, she found that a number of her friends, who also fled war-torn countries, were being deported by the police in the middle of the night. Amal and a group of seven schoolgirls from Drumchapel High School became known as the Glasgow Girls and campaigned to stand up against dawn raids, detention and deportation of asylum seekers in Glasgow. The Glasgow Girls story has since been turned into two BBC documentaries, a stage musical and a television musical drama. Amal has an MSc in Human Rights and International Politics from the University of Glasgow and works for the Mental Health Foundation with asylum-seekers and refugees.



Rozin Khalil Hanjool

Coventry teenager Rozin Khalil Hanjool, who fled northern Iraq with her family in 2008, set up a campaign to help girls and women in northern Iraq who are being captured and tortured by ISIS. Rozin is lobbying the British government to help, and is asking to work with the government, along with the Yazidi community, to make a plan of action to support victims. Her petition is now at more than 313,000 supporters.



Malala Yousafzai

Malala Yousafzai, now aged 20, is an education activist, Nobel Peace Prize laureate, and a co-founder of the Malala Fund. Malala began writing an anonymous diary for *BBC Urdu* online at age 11 in which she described her daily struggle just going to school in Pakistan. Malala was 15 when she was shot in the face at point-blank range, because she had the temerity to stand up for the right for all girls to have education. After the shooting, her incredible recovery and return to school resulted in a global outpouring of support for Malala. On 12 July 2013, her 16th birthday, Malala visited New York and spoke at the United Nations. Later that year, she published her first book, an autobiography entitled *I Am Malala*. In October 2014, Malala, along with Indian children's rights activist Kailash Satyarthi, was named a Nobel Peace Prize winner – the youngest person to receive this prize. Through the Malala Fund and with her own voice, Malala Yousafzai remains a staunch advocate for the power of education and for girls to become agents of change in their communities.

Jessy McCabe

Jessy McCabe, then aged 17, noticed that Edexcel's A-level music syllabus featured 63 male composers and no female ones. Jessy started by writing straight to the exam board, but when she did not receive a satisfactory answer, she started a change.org petition to ask people to support her campaign. She gained 4000 signatures and sent the figures with an open letter to the education secretary Nicky Morgan and the exam regulators, urging them to make a change. With all the support, in 2016 the exam board added five female composers to its study list and 12 to its wider listening. Jessy's passion and persistence has impacted thousands of young people studying music.

Amika George

Amika George, 18, started a campaign to provide free menstrual products to pupils who received free school meals. After seeing a news article about girls in Leeds who missed school because they couldn't afford menstrual products, Amika took it upon herself to change things and started #FreePeriods. Amika organised a protest opposite Downing Street where celebrity speakers – including Adwoa Aboah, Aisling Bea and Daisy Lowe – called on Theresa May to provide free menstruation products for all girls already on free school meals.



Lumley Junior School in Durham

A group of Year Six pupils from Lumley Junior School in Durham wrote letters to the Football Association (FA) after noticing that their attempt to boost the number of girls who play football included providing girls with pink whistles and colourful bibs that 'smell nice'. The letters raised awareness around sexist attitudes and practises in sports. One Year Six pupil, Harry, wrote: 'We aren't brainless Barbie dolls, we don't all like the same colour pink.' She added: 'What on earth are you playing at?' Grace, another Year Six pupil, said: 'We are not afraid to get hit by a ball so why would we need light ones, in case we break a fingernail?'

**'If you don't
like something,
change it.'**

Maya Angelou

More about us

What is WOW festival?

WOW stands for *Women of the World*. The festival celebrates women and girls, and looks at the obstacles that stop them from achieving their potential. The festival is happening Wednesday 7 – Sunday 11 March 2018. It includes talks, debates, music, dance, theatre, comedy and more, all celebrating women.

Our mission is to champion gender equality, celebrating the achievements of women and girls everywhere and examining the obstacles that keep them from fulfilling their potential. We want to support and empower those individuals and communities around the world who insist on the simple proposition that women must have equal rights.

We want girls to be able to 'dream big' and have high aspirations for themselves, and to have the support and resilience they need to be able to get there. This means having broad education and training opportunities that aren't limited by gender, positive female role models across all careers and from a range of ethnic and socioeconomic backgrounds, self-confidence that isn't attacked by everyday sexism and online bullying, or pressure from their family to follow a predetermined path.

WOW gives girls and young women an opportunity, in many cases for the first time, to examine and challenge gender inequality that they experience in their own lives – For example, in their school curriculum, in the media, in music lyrics, or in their friendship groups. The programme gives girls and young women the skills and

confidence to start challenging this and empowers them to change it.

WOW Achievements

WOW led to a change in UK government policy in 2014 to stop FGM (female genital mutilation) practice due to it being one of the first mainstream, public forums in which FGM survivors voices were heard.

FGM is recognised and banned by the UN as a violation of human rights and is illegal in 30 countries, including the UK. 140 million women and girls around the world are living with the consequences of being cut and a further 3 million girls are at risk each year.

The UK's Women's Equality Party was founded at WOW in 2015.

The UK Supports Yazidi Women and Girls campaign started at WOW in March 2016. The Yazidis are a predominantly ethnically Kurdish group of people. Over the last few years they have been displaced in Iraq by ISIS, with many of the women and girls sold into sexual slavery.



Southbank Centre

We are one of the largest arts centres in the world, occupying a 21-acre site in the midst of London's most vibrant cultural quarter on the South Bank of the Thames. Southbank Centre is a festival site and believes that the arts have the power to transform lives. Its vision is to make the arts for everyone.

Over 2000 performances of music, dance and literature are staged at Southbank Centre each year, as well as over 2000 free events and education programs. We also tour our festivals both nationally and internationally.

Through community engagement we connect with, train and mentor young people in the hope of inspiring them to become cultural activists and leaders.