

Create social change through the arts.

WE film for change



INFORMATION LITERACY



REFLECTION



CRITICAL THINKING



SUSTAINABLE DEVELOPMENT GOAL 4: QUALITY EDUCATION

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.

ARTS + ADVOCACY = IMPACT

Art is something that connects us all and is a way for everyone to express themselves. It also gives us a unique opportunity to use our voice for good, whether it is a painting to encourage environmental sustainability or a song that promotes inclusivity.

With the WE Film For Change campaign, create your own documentary film to raise awareness on an issue that you, your school or community members are passionate about. Spread the word and share your film with others to create a bigger social impact.

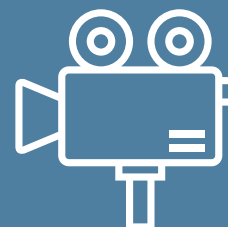


The Boy Who Harnessed the Wind

To see how others are making change through the arts, watch *The Boy Who Harnessed the Wind* (now streaming on Netflix). Inspired by a science book and based on a true story, the film follows 13-year-old William Kamkwamba, who builds a wind turbine to save his Malawian village from famine. Check it out and see how a film can motivate social change!

Ways to Take Action

Film a documentary to advocate and make an impact.



At School

Step 1: Select an issue. Choose which issue matters most to you (e.g., bullying, homelessness).

Step 2: Decide how you want to present your issue (e.g., song, poem, story).

Step 3: Film your impact!

Step 4: Present your film at a school assembly to raise awareness.



At Home

- Host a family movie night. Play a documentary on an important issue and have a discussion with your family about it.
- Create a skit or song with your family to address an issue and film it. Share it with others to spread the word.



As a Community

- Create a movie and screen it at local coffee shops, small businesses or community events.
- Host a play or collection of skits to perform at a community event.



Tech for Good Badge

Together, art and technology have the power to create great change. Organize a social media awareness campaign by creating short videos on your issue to post online. Share your videos and tag everyone you know to spread the word. 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.

In the Classroom

With our Classroom Resources, educators can integrate service-based learning into their curriculum to broaden students' understanding of issues they are passionate about. Download Arts for Transformation at [WE.org/wefilmforchange](https://we.org/wefilmforchange) for lesson plans and ideas.

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



Campaign in Action

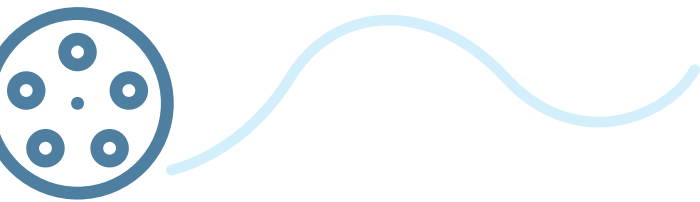
Thanks to the leadership of Laurie Moore, teacher-supervisor of Alton Public School's WE Club, her Grade 6 students created a moving WE Film For Change video to highlight inclusion and acceptance. With the help of a financial grant to hire professional videographers, Laurie interviewed her students as they participated in drama, dance and music workshops alongside actors from their local community living group. Through this experience, Laurie hopes that her students will move forward with confidence to be truly inclusive citizens.

Get Doing

STEP 1

Investigate and Learn

What are you and your group passionate about? Dig deeper into the local or global issues you care about and if you're not sure what issue you want to tackle, try using the Exploring Issues activity.



CHECKLIST

- ☐ Check out 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](https://twitter.com/WEfilmForChange)
- ☐ Complete your Campaign Impact Survey
- ☐ Plan your WE DayX

What did you learn?

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

What are some of the causes and effects of your chosen issues? _____

What are some solutions and ways you can help tackle these issues? _____

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.) _____

STEP 2

Action Plan

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

Set Your Goal

What cause or issue will you take action on? _____

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

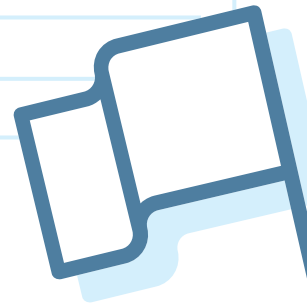
When will you film your documentary? _____

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? _____

How will you share your art and documentary? (E.g., at school or local community centre.) _____

What impact do you hope to make through your actions? _____



Plan for Success

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 What type of music will help set the tone of your film?
Pictures Positive or negative images? A mix of the two?	Call to Action What do you want people to do after seeing the video?

STEP 3

Take Action

Lights, camera, take action! It's time to film your art project and advocate for your cause. Share your documentary with the rest of your school and community to help amplify your message.

Tip: Remember to promote your film to make an impact. Create movie posters to put around your school or community.



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? 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? _____

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.

Thank everyone who supported your campaign!

Use this space to brainstorm ways you can thank everyone who participated in your campaign.
(E.g., write thank you cards or letters.)

