

INTRODUCTION AWARENESS RAISING

Lesson Outline

Introduction

Start by introducing the topic. When you introduce new information it is important to link it to existing knowledge the students already have. This can be done by:

- Referring to previous lessons when this topic builds on what was discussed in those lessons.
- Introducing the lesson by asking the opinion of the students. Why is awareness raising important? What can you achieve with awareness raising?
- Using the videos that are on the platform. Share a story from one of the videos and ask the students to some reflective questions like: do you recognise this situation, can you relate to the person in the story?
- Using the quote to start the lesson and ask the students what they feel it means and if they agree.

Quote: "Awareness is empowering" – Rita Wilson

Warm-up

A warm-up is important to introduce students to a certain topic and make them feel comfortable with each other and the topic they are going to discuss. For this warm-up activity ask students to discover what Advocacy means for them by starting a short discussion.

Information

Let the students read through the lesson content on their own, give them some time to form their own opinions and ask them if they have any questions. Share the information from the platform with the students.

- If they have access to the platform you can ask them to read it on their own.
- You can create a Power point presentation where you create slides with images and the most important information
- You can present the information to the whole group. Use keywords for yourself and if possible also write the keywords on a board as reminders for the listeners.
- You could make handouts with the key information.

Make sure that you take enough time to present everything clearly and that you build in moments where the students can reflect on the information and ask questions. The information has already been written in paragraphs – after each paragraph you can ask a reflective question.

You can use these questions to engage the group:

- What would you like to raise awareness about?

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- *Has anyone ever informed you about a topic you didn't know about? How did that person do this?*

Awareness raising means making people conscious about a problem or issue. You want to make a certain topic or issue more visible within a community. The goal is to make people understand the importance of a certain issue and find support to address it.

The difference with advocacy, is that awareness raising doesn't have the goal to change a policy directly. It is purely about informing people and giving them new bits of information. However, awareness raising can also be a method of advocacy, to convince policy makers of the urgency of a certain issue, backed up by a whole segment of the community!

Awareness raising is very powerful, because it educates people about topics which are new to them and promotes people to participate in bringing change.

In this course, you will find more information on;

- *Identifying local issues*
- *Selecting a cause*
- *Starting a campaign*
- *Sensitization*

Choose one of the awareness raising activities below, and prepare it with the information you will get in this course!

- *Organize a media campaign to involve your community and put pressure on decision makers*
- *Go into the community to tell people in your own environment about an issue*
- *Hold a debate about a certain issue in school, community, hospital, youth centre...*
- *Start a petition to get people's support. This can then be presented to an MP or decision maker*
- *Organize a rally, demonstration or peaceful march.*
- *Hand out brochures and leaflets with information*
- *Do a theatre performance, sing a song or create a piece of art about an issue*