

YOUNG *active*

CITIZENS



LEARN 4 LIFE!

WINTER CAMP 2021

masifunde

LEARNER DEVELOPMENT

FOREWORD

Hi Changemakers,

Welcome to our first ever winter camp. After skipping a year of not having camp due to theyou know. It has affected all of us, in many ways, however I must salute all of you for staying hopeful through the uncertainties, adapting and striving through the changes. In the words of Mr JazziQ “angekhe basimoshele umsebenzi wethu” you have proven that by staying on the course of being a changemaker and interactively taking part in your L4L! lessons, workshops and project works.

It’s that exciting time again to do what you do best as changemakers of Learn 4 Life!; to learn and have fun. You what they say, “when you know better, you do better”. Masifunde is still dedicated to moulding you into changemakers that will be knowledgeable, empowered and confident so that you may keep on sharing your learnings with others and subsequently create a positive impact in your own lives and those of others.

It is with delight to announce Active Citizenship as the theme for our 2021 winter camp. The content of this theme will give you an insight on what is an active citizen and how to work towards some of the skills such as public speaking that you will need as a young active citizen. You will also be introduced to campaigning and the use of media platform that can aid your activism. Note that the articles in this booklet correspond with the workshops of the camp.

We are always happy to work with you and we can’t wait to hear your smart views and great ideas, so please don’t hesitate to share them.

Enjoy!

Learn 4 Life! Team

activeCITIZENSHIP

Good citizenship could mean different things to different people, and we can safely say that a good citizen is someone who is respectful towards self, others and their rights. They obey the law and may eventually, at times take up tasks for the betterment of their community. Do you know that you can level up and be more than just a good citizen? Yep, you can. Good is not the ultimate adjective after all.

So to add to your good citizen toolbox, you can also be an active citizen. Now, let's look at the two

An active citizen is someone who: (characteristics)

Responds to injustice

Participates in his/her community

Express positive values to achieve something good

Provide solutions to problems

EMPOWERED AND EMPOWER OTHERS

VOLUNTEERS

Is fair

Has leadership skills

Takes charge of their future and what change they want in their communities

Encourages social inclusion

Which public concerns do you know? (social issues)

CRIME

Drugs and Alcohol abuse

HIV AND AIDS

EDUCATION

TEENAGE PREGNANCY

Abuse

LITERATURE

Why become an active citizen?

- Be involved in causes and issues that directly or indirectly affect you
- Make a difference to a cause that has a meaningful impact
 - Do something your future self will thank you for
 - Recognition for something good
 - Find your passion
 - Increase self-confidence and communication skills
 - Work with others and increase your network

CAMPAIGNING 101



WHAT is campaigning?

Campaigning is about creating a change, it's a motivational exercise that narrows down attention and focus to get people to do something that will lead to change. You might call it influencing, voicing out, advocacy, activism, promoting but all these activities aim to create positive change in perception. They aim to inform, educate or raise awareness. Campaigning can also be defined as "working in an organised and active way towards a particular goal"- (J. Simpson, 1884). It is said to be mobilizing a series of well-designed activities about public concerns in order to achieve a social, political or commercial aim.

Why campaign?

- In politics, campaigning seeks to influence the decision making process.
- In advertising- to raise brand awareness so that they may be more sales or conversation about the brand.
- Activist campaigns appeal to people's sense of injustice or desire to do good and provoke them to take action for change in perception and behaviour.
- We can address root causes of social problems and not just their effects
- Campaigning can help give a voice to those without one, or bring together desperate voices to create a collective roar, for example, organising schoolmates to sign up a petition and march.
- It can be the only solution possible, especially when the scale of the problem is large or cannot be dealt with individually. If people unite, especially the youth, this could create social change.
- It is also a way to educate in a creative manner that will have a lasting impacting to others

What makes a good campaign? (elements of an element)

1

RESEARCH AND ANALYSIS

It is important to have good background information about the issue or topic you will run a campaign for. Know the history, impact and the terminology related to the issue. For example, if we were to run a campaign about Human Rights, it will be important to know what is a Constitution, The Bill of Rights, Is the country a democratically or autocratically governed, which Rights are mostly violated and what are the effects of those rights that are being violated. Such research information can then lead us to the second important step which is setting our objective(s).

2

SETTING OBJECTIVES

Always have clear campaign objectives so that you know exactly what you want to achieve. When setting your objective, you answer the questions "why are we campaigning?" or "What are we campaigning for?".

Objectives must be **SMART**.

- **Simple** and straight to the point
- **Measurable**
- **Attainable**
- **Realistic** and achievable
- **Timed** - an objective should have a time frame or deadline- by when you will you have achieved it.

After setting your objective, you might want to ask yourself, WHO do I want to reach out to?

3 TARGET AUDIENCE

The people you reach out to are called your Target Audience. It's crucial to have a good understanding of your target audience, this can include their concerns, values and interests. But most importantly know where you will find them, what language do they speak and understand, age and other useful facts that will be relevant to your campaign topic. After understanding your audience and you probably feel like you know them already and you can be buddies, then ask yourself WHAT is it that I want to tell them?

What is my message?

5 ACTIVITIES

Now that you might know what message you want to send out and you have all these cool hashtags in mind, you might as well think of activities on how you will deliver your message. Everything is connected at this point, your activities must be interesting to your target audience and be suitable to where they will be. E.g. If your audience is high school learners, and you want to campaign at the school assembly, your activities should be those that will be accommodated by such an environment. But not limit yourself, you can organise a peaceful march. There's an ocean of activities. (can we still remember some of the activities the Active Citizens we profiled did?)

4 MESSAGE

A Message is what you want your target audience to know or do. #Bullying Is Wrong. #Stop Abuse #SaveWater. In your message you can be influential as well and persuade #ReaderAreLeaders #MyBodyMyChoice #TogetherWeCan. You may notice the use of hashtags, because we live in digital society hashtags have played a part in getting messages across and noticed especially on social media platforms. Let's catch up and use those hashtags. But hashtags can be very limiting, because we feel pressured that we must keep it short and sweet. What is important is that your message should be clear and well receivable. But at the same time it is cool to use those hashtags, right? in the social media streets there's no such thing as too many hashtags, so we are safe. But it is important to have a main slogan. #WeBeatTB is our main slogan and we use it all the time, it can be accompanied by #CoverYourMouthWhenCoughing #TBisCurable.

6 ANALYZE

Estimate and understand challenges and tasks that you may face. If necessary, make a SWOT analysis. This will help in the preparation and organising stage. Analyse the team members' strengths, skills, talents and, positive attributes, connection and all the factors that are under your control. At this stage you might as well want to locate responsibilities and tasks if you have already decided on the activities you will use.

Some examples of successful campaigns

#ActivateYourRights

Campaigns by Masifunde YSC learners

Educating high school peers about their rights and responsibilities.

#Am I Next?

GBV outcry and call to stop the femicide and abuse of women and girls in 2019

it was also used as a message for the 2019 16 Days of Activism against women and children.

#ArriveAlive and #Don't Drink and Drive

Department of Transport

Encouraged people to be careful on the road and don't consume alcohol when drinking

#BringBackOurGirls

When 276 Nigerian girls were abducted by Boko Haram, an Islamism terrorist organisation

This was a continental call for organisation to release the girls.

#TAC

Treatment Action Campaign, South African HIV & AIDS activists

Encouraging the infected to take treatment and eliminating the stigma about the virus.

Campaign Materials

**Last but definitely not least,
campaign material.
This is (but not limited) what your
audience/ followers will relate to and
identify you by.**

- Attractive slogan and logo
- Distribute flyers/ brochures
- Button badges/wrist bands with logo and slogan
- T-shirts for your team, if possible give out t-shirts
- Branded stationery and calendars
- Music/ music videos
- Posters/billboards/banners/placards
- Car or lorry stickers etc

NB: Use social media to your advantage



At this point, we might have ideas of what we can do as active citizens and most of our ideas may need us to say something, to voice out an opinion and even deliver a talk to make others understand our message. You can use public speaking to influence and drive change. Another advantage would be that you can reach more people and faster instead of relying on your message to spread by word of mouth, especially if you use social media.

Let's take lessons from **debate**, an activity that uses public speaking as a tool.

At some point or another in our lives we come across a debate, whether we view it as good or bad thing. What is important is that we begin to understand the importance of debate. The dictionary defines debate as 'a formal discussion on a particular matter in a public meeting where opposing arguments are put forward and usually end in a vote'. Debate is not the kind of argument that is driven by emotions like the one we normally have with our siblings or friends, debate is structured and based on facts.

Timing and time management

Timing is the sense of knowing what to say and when to say it, but also timing in the sense of being able to structure your thoughts so much that you are able to get your point across in the allocated time. While time management is the process of organising and planning how to divide your time between specific activities. Good time management enables you to work smarter. "Failing to plan is planning to fail."

Confidence

You can have someone speak on a subject they know very well but if they are not convincing in their delivery, you might not listen to them because they are not inviting, not because they are not in the mood to deliver but because they are not confident. When you speak, you should always speak with confidence. Confidence is inviting. It makes you sound like you know what you are talking about, and makes people want to listen to you.

Debate also teaches you how to phrase things, you could say go to hell as a response but that would be rude and not part of the etiquette of debaters. Instead you can say I will not dignify that with an answer.

Rules

- You may not speak when someone is speaking. (Speak do not shout)
- Languages are beautiful in all forms but please stick to English to accommodate all the people present.
- We do not 'boo' anyone's views, there is value in every opinion but know that your opinions will be questioned.
- Stick to your duty as a speaker.
- Respect your fellow debaters
- No swearing
- Ignore or respond politely to trolls- if you decide to respond, keep your answers short and sharp
- Don't interrupt others
- Let your teammates share their ideas and opinions
- Have fun, learn something new

DEBATE

format

TIP: We use the A-R-E style

A - Argue | R- Reason | E- Evidence / facts

TEAM A	TEAM B
1ST PROPOSITION SPEAKER a. Introduce the team b. States the motion/ topic c. Define key term d. A- R	1ST OPPOSITION SPEAKER a. Introduce the team b. Oppose the motion c. Rebut 1st proposition's point
2ND PROPOSITION SPEAKER a. Rebut 1st Opposition's point b. Bring up new point using A- R- E style	2ND OPPOSITION SPEAKER a. Rebut 2nd opposition's points b. Rebut any point not rebutted by 1st opposition c. State new points using A-R-E style
3RD PROPOSITION SPEAKER a. Rebut 2nd proposition b. Summarize and conclude	3RD OPPOSITION SPEAKER a. Summarize and conclude b. Tell why proposition has failed to carry the motion

DEBATE

Criteria

	CONFIDENCE (Body language and engagement)	ARTICULATION (Voice projection & clarity)	DELIVERY (Content and improvisation)	OVERALL SCORE	COMMENTS
TEAM A 1 st speaker					
TEAM A 1 st speaker					
TEAM A 1 st speaker					
TEAM A 1 st speaker					
TEAM A 1 st speaker					
TEAM A 1 st speaker					

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