

CASE STUDY SLIDE DECK



LADbible – U OK M8?

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Overview: UOKM8? is campaign by LADbible to de-stigmatise mental health issues.

LADbible creates online content to drive the conversation around mental health amongst young people.

[UOKM8?](#) launched with a series of films 'Everyday Heroes' directed by filmmaker Mollie Mills. The shorts focused on influential men such as Olympian [Louis Smith](#) and their struggle with anxiety.



U
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The films also feature stories ranging from body dysmorphia to [PTSD amongst soldiers](#). They encouraged the audience to talk to mates, brothers and peers about mental health issues.

Impact: The campaign was amplified on social media and through online and offline advertising, taking messages to where young people live. The campaign reached 36M+ people, with 823K engagements and 4.8M+ video views



U
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PROJECT 84 – CALM

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Overview: Project 84 is a campaign that draws attention to male suicide.

To stop people in their tracks, make them pay attention and inspire much needed conversation and action around suicide, CALM (Campaign Against Living Miserably) partnered with the internationally renowned artist, Mark Jenkins, and his collaborator Sandra Fernandez, to create 84 individual sculptures on top of the ITV tower in London.



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PROJECT 84 – CALM

Friends and family members of the deceased helped in the creation of the figures. Each one was a reminder of a real life lost and a call to society to come together and ultimately take a stand against male suicide.

Impact: After the campaign, the charity CALM recorded a 34% increase in people reaching out for help.

More information:

<https://www.campaignlive.co.uk/article/84-male-suicide-statues-itv-tower-led-34-people-reaching-help/1466317>



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JUNIOR PCSOS

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Overview: At Russell Scott Primary School in Tameside parents were parking illegally when they came to drop-off their children, blocking pavements and polluting the environment through keeping their engines on.

A group of students became junior PCSOs (police community support officers) and started giving out tickets to offenders, asking them to change their behaviour and giving them a fine if they persisted.



JUNIOR PCSOS

Impact: The programme has been a success and has been picked up by local and national media and many other schools have also introduced the scheme.

More information:

<http://headsup.russellscottblogs.net/2018/06/14/how-to-guide-running-your-own-junior-pcso-campaign/>



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A BED EVERY NIGHT

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Overview: A bed every night is a campaign that supports the provision of shelter and support for people who are sleeping rough across Greater Manchester this winter.

Created by Mayor Andy Burnham the programme raises money to fund a variety of homelessness initiatives across the city and aims to make sure that everyone sleeping rough in Manchester has access to a hot meal and a bed.



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A BED EVERY NIGHT

Impact: The crowdfunder has raised over £200,000 to fund homelessness initiatives across the city.

More information:

<https://bedeverynight.co.uk/>



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I WILL NOT LET AN EXAM RESULT

DECIDE MY FATE



I WILL NOT LET AN EXAM RESULT DECIDE MY FATE

Overview: In 2013, spoken word poet [Suli Breaks](#) made a video called I Will Not Let An Exam Result Decide My Fate to draw attention to the focus the education system has on exams and testing.

Impact: The video resonated with many and went viral. It has over and 9 million views on Youtube.

More information:

https://www.youtube.com/watch?v=1f_O5wfY6_s



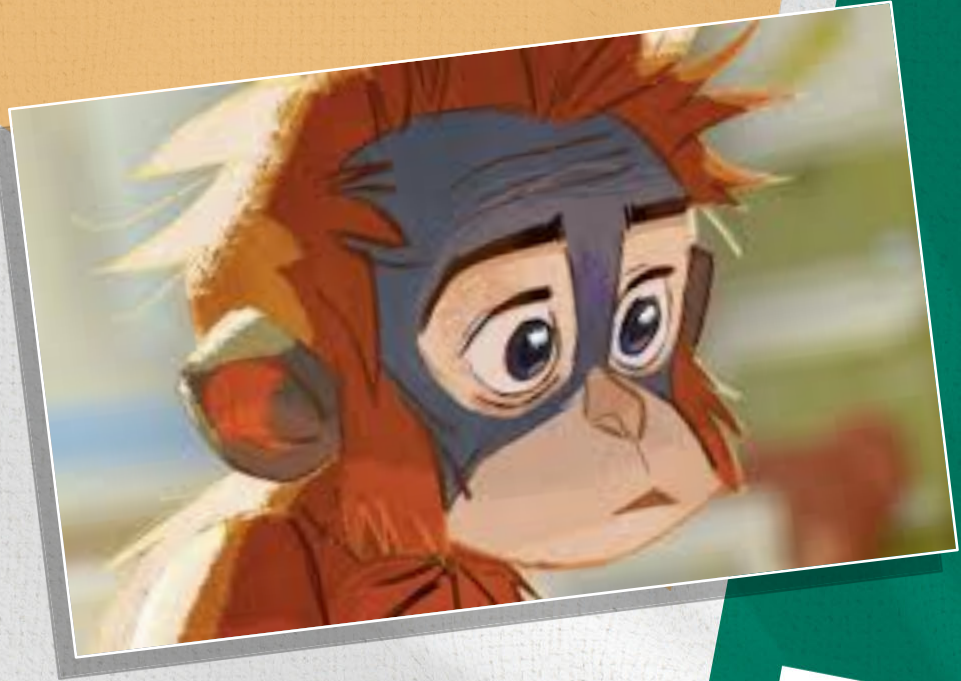
RANG-TAN VIDEO



RANG-TAN

Overview: Rang-tan was commissioned by Greenpeace in 2018 to draw attention to impact that deforestation to grow palm oil was having on the orangutan population.

A version of the video was then included in an advert for Iceland to advertise that they were palm-oil free. However, the advert was banned by the regulator Clearcast, over worries about Greenpeace's political nature. As a result the advert went viral on social media.



RANG-TAN

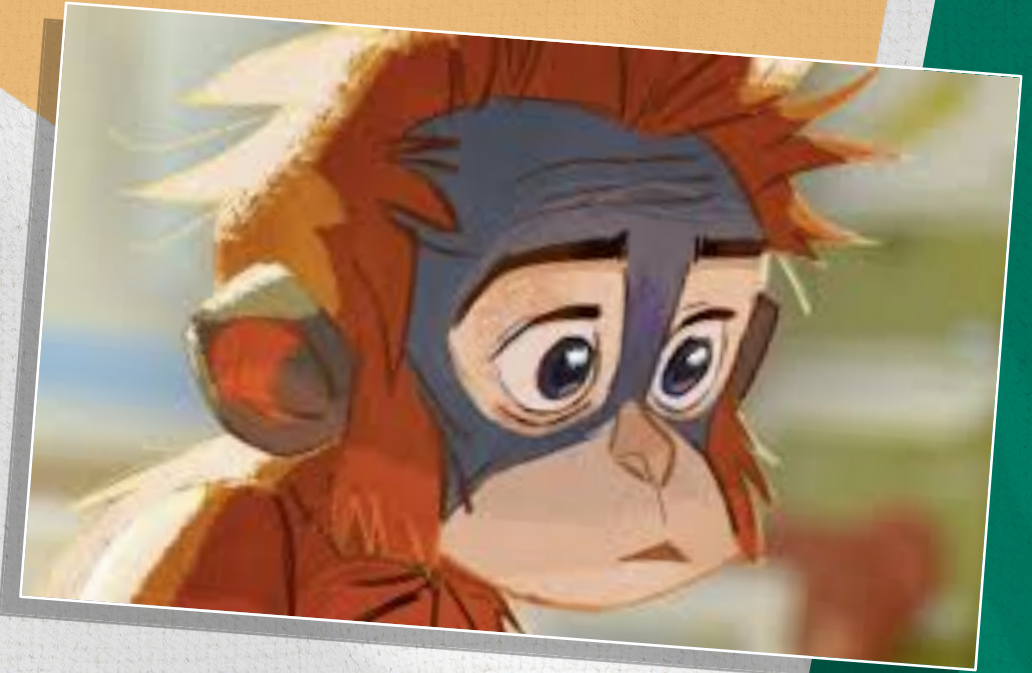
Impact: Over 1.2 million people have signed Greenpeace's petition to stop using palm oil.

The advert has been viewed on social media over 30 million times.

More information:

https://www.youtube.com/watch?v=DUCh_xyDiHY

https://secure.greenpeace.org.uk/page/s/rang-tan-petition?source=FB&subsource=FOIDPOPEFB01GA&utm_source=gpeace&utm_medium=FB&utm_campaign=FOIDPOPEFB01GA





This learning programme for young people has been created by Manchester Histories and People's History Museum. The programme is supported by The National Lottery Heritage Fund, Historic England and UK Parliament Education and has been co-designed with The Politics Project.

