


What's next?

- ▶ Any nuclear war is an unwinnable war!
- ▶ Advocate for a world free of nuclear weapons!
- ▶ What can **you** do in advocacy?
- ▶ Who can **you** connect with?
- ▶ What is **your** role?

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Coordinator's Notes:

Say: So, what's next? It may be difficult to see how just one person can make a difference in the effects of nuclear weapons, but awareness and education is key. Your role as an advocate for adhering to IHL is vital, and now it's your turn to empower your communities to spread the word about the dangers of nuclear war and the rules that protect us against it.

We have given you a foundation on which to build your knowledge, through case studies and an explanation of the IHL principles that govern nuclear weapons. If one of these topics piqued your interest, research it further; or delve into a topic that wasn't discussed and learn something new! Every new idea that is brought to the table helps contribute to public awareness, moving us closer to a world that upholds the law of armed conflict and protects human dignity.



Coordinator's Notes:



Notes: This module should take no more than **65 minutes**.

Go through the slides in **15 minutes** and spend **40 minutes** building the campaign. Use the last **10 minutes** to close the training by having teams present their campaign and getting feedback, end with post-survey.

Module 4: Build Your IHL Campaign!



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Module 4 Objectives

Learn the best practices of how to build a campaign

Understand the components of the IHL Youth Action Campaign

Understand the roles and responsibilities as IHL Advocates in the IHL Youth Action Campaign

Design an IHL YAC Campaign.



Say: Now that we have learned about IHL, let's learn some best practices for building a campaign and the components of the IHL Youth Action Campaign!

What is a Campaign?

A campaign is an organized course of action to reach a particular goal.

What is the Goal of the IHL YAC?

To raise awareness in your community about the rules of war and special theme for the year.

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Coordinator's Notes:



Say: A campaign is an organized course of action to reach a particular goal. The goal of this campaign is to solve the problem of a lack of knowledge about IHL by raising awareness about the rules of war and special theme for the year in American communities.

Ask: What are some examples of campaigns?

The IHL Advocate

The role of an IHL Advocate in the Youth Action Campaign is to educate the community about IHL and the special theme.

**The Team**

IHL Advocates form teams to create a campaign for your community.

**Coordinator's Notes:**

Say: *Your role as an IHL Youth Action Campaign team member is to educate your community about IHL and this year's special theme. Find creative ways to engage your peers in discourse about IHL through in-person educational activities. You will work together in teams to raise awareness about IHL in your community.*

Campaign organizers must understand their responsibility as disseminators of knowledge. It is important to take your role as an IHL Advocate seriously by following the Seven Fundamental Principles of the Red Cross and the Red Crescent Movement and by using accurate information.

The IHL Lead Advocate

Ensures that the IHL team stays on track with the timeline and goals. Responsible for communicating with Coordinator

**The Coordinator**

Leads the IHL YAC training, manages the budget, conducts purchasing activities and ensures that campaigns meet Red Cross standards.

**Coordinator's Notes:**

Say: *The IHL Lead Advocate ensures that the team stays on track with the timeline and goals, serves as the point of contact for the Coordinator, keeps team member attendance and submits team forms.*

The Coordinator leads the one-day IHL training, manages the budget, conducts purchasing activities and ensures that campaigns meet American Red Cross standards. Teams will have access to a small budget from their Coordinator.

Campaign Activities Best Practices

- Adapt to your local context
- Utilize multiple strategies
- Avoid oversimplifying or over-complicating your message



Coordinator's Notes:



Say: Here are some best practices for building an awareness campaign:

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Adapt to your local context

Think about the community you are seeking to educate and remember to use the tools, strategies and language that makes sense for your audience.

For example, don't use Facebook if all your friends are on Instagram; don't do a large simulation after school if you know that your peers tend to have sports practice and won't be around; and don't use legal language during your campaign that no one will understand.

Always be thinking of ways you are sharing the story of the campaign with your peers.

Be aware of the reality of your community and plan accordingly.

Utilize multiple strategies

The best campaigns use multiple methods to reach the same goals.

One tactic won't work for everyone in your community and the more you vary your presentation of the topic, the more they will retain the message.

Using multiple strategies will also help you to determine what tactics work best for your population. Once you find what works best, integrate that strategy more significantly into your campaign. The IHL Youth Action Campaign encourages multiple strategies by utilizing both in-person and online educational activities.

Avoid oversimplifying or overcomplicating your message

Sometimes oversimplifying a message can lead to misconceptions or stereotypes. For example, if you use images of people from a single armed conflict, you might unintentionally reinforce a bias that this kind of violence only occurs with one group of people.

It is also important not to over-complicate your message at the risk of people misunderstanding your campaign or simply ignoring it.

For example, if you give people a 20-page paper from the ICRC website it may cause your peers to quickly lose interest and forget the topic.

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Strategy 1: In-Person Educational Activities


- **Your** in-person campaign **must include a component of participation:**
 - Scavenger hunt
 - Design a simulation
 - Write a play with audience participation
 - Create an art piece that invites others to contribute
 - Host a movie screening with discussion
 - Hold a panel discussion or debate
 - Create a presentation with questions for classrooms
 - Conduct a school survey
- In-person activities that are held on virtual platforms still count as In-Person Outreach.



Coordinator's Notes:



Say: *In-person activities offer the opportunity to educate your peers about IHL through creative and engaging projects.*

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Your in-person activity *must include a component of participation.*

Your campaign activity can't just be an art display or a video screening. Invite your peers to join in the activity or conversation.

Be sure to have a way to track how many people are participating in order to measure the success of the campaign.

Review the activity plans in the back of the manual.

In-person activities that are held on virtual platforms still count as in-person outreach.

Describe the in-person activities.

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Best Practices — Marketing

- Create a marketing timeline.
- Build your brand.
- Design engaging content.
- Request RSVPs when possible.
- Use existing networks.
- Offer incentives.
- 40/60 rule.



Coordinator's Notes:



Say: *Most likely, your in-person activity will require you to invite participants and market your event. Here are some marketing tips to encourage participation at your events.*

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Create a Marketing Timeline

For large events, you will need to begin marketing one month in advance. Start with regular messaging and pick up the consistency as the day gets closer.

Build Your Brand

A name and image for your campaign will go a long way. If you create posters, have the style and theme be consistent. Design engaging content. Use emotional appeals and personal stories to connect with your audience.

RSVPs

RSVPs can be very useful in allowing you to track if you are reaching your numerical goals. If you are one week out from the event and you only have a few RSVPs, you may need to step up your marketing game.

Use Existing Networks

It will be easier to reach large numbers if you use existing networks. Ask to have a timeslot at an assembly, or partner with another large event. Work with like-minded organizations and clubs to put something together. You could even partner with other Red Cross activities like a blood drive or preparedness course to reach more people. Further, word of mouth is the best way to get people to show up. A personal invitation goes a long way. Use your personal networks to spread the word and don't be shy to be persistent with your messaging!

Offer Incentives

Offering incentives can be a good way to encourage participation, but you have to be careful about the way this comes off. For example, you don't want to cheapen the purpose of the campaign by posting flyers that feature pizza while putting the topic of your campaign in the corner. A good example of using an incentive could be to ask a teacher/professor to offer extra credit for attending the event.

Utilize the 40/60 Rule

Marketing is hard work! Ideally, 40% of your time should be spent on content creation for the event and 60% on marketing. No matter how great your program is, it won't do much good if no one shows up. You could even designate members of your team to just focus on marketing.

Strategy 2: Social Media Activities

- A social media campaign is most effective when it has a call to action or when it invites the participation of the viewer.
- Conduct social media activities through Instagram, Facebook, Twitter, Snapchat, Tik Tok and other social media platforms to raise awareness about IHL. Use **#IHLYouthAction**



Coordinator's Notes:



Say: *Your social media activities can reach large audiences and quickly raise awareness about IHL.*



Social media is most effective when it has a call to action, or it invites the participation of the viewer. However, not all people who see your message will want to engage with the topic.

It is, therefore, important to reach large numbers because only a small percentage will be inspired to act. The higher the number of views, the higher the likely number of engagements.

Use platforms that you know will have the most impact in your community. If all of your friends use Tik Tok, make a video asking a question to be answered in the comment section. If Facebook is more popular, craft a post with an engaging visual to start a discussion. Remember to use the hashtag: #IHLYouthAction so that your viewers can easily find and engage with similar content.

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Views & Engagements

- A **view** is defined as receiving and acknowledging a post and/or taking some low level of action.
- An **engagement** is defined as seeing a post and demonstrating active participation in IHL discourse.

Platform	Action	Criteria
Instagram	View a post or story or Reels	Visible post
Engage	Ask a question, comment or post, reply to post, like, share or repost	Interactions, comments or replies
Facebook	View a post or video	Like
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies
YouTube	View a video	Visible video
Engage	Ask a question or comment, reply to video, like, share or repost	Interactions, comments or replies
TikTok	View a video	Visible video
Engage	Ask a question or comment, reply to video, like, share or repost	Interactions, comments or replies
Twitter	View a tweet	Visible tweet
Engage	Ask a question or comment, reply to tweet, like, retweet or share	Interactions, comments or replies
LinkedIn	View a post	Visible post
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies
WhatsApp	View a post	Visible post
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies
Telegram	View a post	Visible post
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies
Facebook Messenger	View a post	Visible post
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies
Instagram Direct	View a post	Visible post
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies
Twitter Direct	View a post	Visible post
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies
LinkedIn Direct	View a post	Visible post
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies
WhatsApp Direct	View a post	Visible post
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies
Telegram Direct	View a post	Visible post
Engage	Ask a question or comment, reply to post, like, share or repost	Interactions, comments or replies



Coordinator's Notes:



Say: *A view is defined as receiving and acknowledging a post and/or taking some low level of action.*



A social media engagement is a view plus. An engagement is defined as seeing a post and demonstrating active participation in IHL discourse.

If you have any questions, refer to your chart!

Examples of engagements are:

Ask a question to your peers on an IHL topic.

Ask friends to take a survey on a topic.

Post a video or image and ask peers how the video or image made them feel.

Shares of content.

Get your peers to follow the ICRC's social media accounts.

Best Practices — Social Media

- Protect the American Red Cross Brand.
- Follow the Seven Fundamental Principles of the Red Cross & Red Crescent Movement.
- Respond to Comments with Caution and Respect.



Coordinator's Notes:



Say: Be mindful of the American Red Cross brand

Social media impacts people's relationships with a brand and as American Red Cross volunteers you must be aware of how the content you post reflects on the American Red Cross and the Movement at large.

Please check the content of your social media campaign with your Coordinator and be sure to follow our Social Media Guidelines (found in your GroupShare) when creating your campaigns.

Use the Seven Fundamental Principles

*Your campaign should be guided by the Seven Fundamental Principles at all times. For example, you must be careful not to compromise our neutrality mandate by posting something that shows a preference for or against a government or armed group. Never post something like "Stop terrorists from harming medical workers!" because it uses legally inaccurate language and targets one group rather than addressing the problem as a whole. **Never refer to a specific armed group in postings as this could put Red Cross and Red Crescent staff members and volunteers in danger abroad. Do not berate individual decision-makers or governments.***

Deal with harmful or negative comments with respect

While running a social media campaign, you might receive negative or hurtful comments from people. Report any abuses or instances of cyber bullying immediately to your coordinator.

If a comment is just a little negative or reflects a view about IHL that is uninformed, be sure to respond with respect and stick to facts rather than opinions. If someone finds one of your posts harmful or offensive, apologize when appropriate.

Social Media Do's

- Use your own personal pages and profiles
- Check social media content with your Coordinator
- Use the Seven Fundamental Principles to guide your posts
- Follow the American Red Cross Social Media Guidelines
- Provide accurate facts and information from sources like the ICRC or American Red Cross
- Report abusive or bullying comments to your coordinator

Social Media Don'ts

- **DO NOT** create a new American Red Cross page or profile
- **DO NOT** create content and post it without checking with your Coordinator
- **DO NOT** post interpretations or call out specific armed groups or violations of IHL
- **DO NOT** post opinions or personal beliefs
- **DO NOT** respond aggressively or defensively if you receive a negative or uninformed comment



Coordinator's Notes:



Say: Social Media Do's:

- Use your own personal pages and profiles
- Check social media content with your Coordinator



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- Use the Seven Fundamental Principles to guide your posts
- Follow the American Red Cross Social Media Guidelines
- Provide accurate facts and information from sources like the ICRC or American Red Cross
- Report abusive or bullying comments to your coordinator

Social Media Don'ts:

- DO NOT create a new American Red Cross page or profile
- DO NOT create content and post it without checking with your Coordinator
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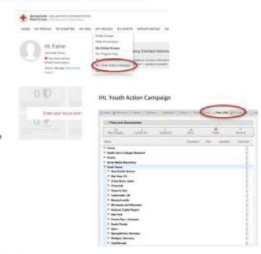
Volunteer Connection

Resources:

- Social media repository
- Pictures, videos, sample posts
- PowerPoints, background readings, activities.

Submit:

- Forms, summary project and photos.



Coordinator's Notes:

Say: Use Volunteer Connection to find resources to build your campaigns. The Social Media Repository contains pictures, videos, sample social media posts. You can also find PowerPoints and background readings on the special topic. All of these resources are available on the IHL Youth Action Campaign GroupShare.

Turn in your forms, projects and photos to each of your folders in the GroupShare. Report all campaign data in the 'forms' section of the GroupShare as well. Access your GroupShare by going to 'My Groups' and then 'Files.'


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Coordinator's Notes:

Say: Use your resources in the back of your book and the GroupShare on Volunteer Connection to inform your campaign.

Resources

- Volunteer Connection GroupShare
- Social Media Repository
- Social Media Guidelines
- Social Media Toolkit
- Activity Plans
- Checklist



Again, the GroupShare can be used to turn in forms, access the Social Media Repository, upload photos, further your research and see what other IHL YAC team members are doing!

The Social Media Repository provides some content for your social media posts.

The Social Media Guidelines will help you to use social media according to Red Cross principles and guidelines.

The Social Media Toolkit can help you to think of ideas for your campaigns.

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Coordinator's Notes:



Say: *As our partners in disseminating IHL, it is vital that we learn from your valuable experience and are able to share your story. This summary project will also be used to learn about your campaign when determining who will attend the IHL YAC Summit.*

Once you have completed your campaign, create a short video or PowerPoint presentation answering these questions and demonstrating your accomplishments.

You are welcome to be creative in the way you make the video; the questions are meant to guide your reflection.

Campaign Summary Project

- Share the story of your campaign by completing the Campaign Summary Project.
- Submit either a PowerPoint or a video that answers the questions in your handbook.
- Be sure to take a lot of videos and pictures throughout the campaign to create the summary project!



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Coordinator's Notes:



Say: Throughout the campaign, teams will track their in-person and/or online reach. Teams will create a Campaign Summary Project to describe their campaign. IHL Advocates can apply to attend the IHL YAC Summit in Washington D.C.

The Summit

- Throughout the campaign, teams will track their in-person and/or online reach.
- Teams will create a Campaign Summary Project to describe their campaign.
- IHL Advocates can apply to attend the IHL YAC Summit in Washington D.C.



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The IHL Youth Action Campaign Summit Representative is:

5. A passionate advocate of IHL.
6. An active participant in their IHL campaign.
7. Articulate and ready for public speaking.
8. Conscientious, collaborative, and inclusive. Some who will research the activities of the other teams and present on them fairly.
9. Independent, mature, and responsible. 16+ preferred.

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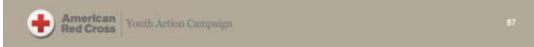
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Example of Campaign: Environment & Armed Conflict



Coordinator's Notes:
Say: Here is an example of a summary video for the IHL Youth Action Campaign from Southeast Michigan!



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Example: A Week of School Campaign Activities



American Red Cross Youth Action Campaign



Coordinator's Notes:



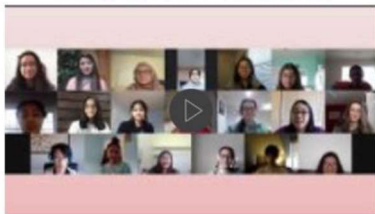
Say: *Here is an example of a summary video for the IHL Youth Action Campaign at Brooklyn Technical High School!*

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Example a Year: Peake of IHL



American Red Cross Youth Action Campaign



Coordinator's Notes:



Say: *Here is one last example of a summary video for the IHL Youth Action Campaign from the National Capital and Greater Chesapeake Region!*

Now it's your Turn!

Build Your Campaign Using *Design Thinking*

- Design thinking is a process of problem solving that puts the human experience at the center of finding solutions.

**Coordinator's Notes:**

Say: *Design thinking is a process of problem solving that puts the human experience at the center of finding solutions.*



Though it will be difficult to implement the entire design thinking process in your campaign, you and your team will go through a simplified version of the steps to design activities that place your community and mission at the heart of your campaign.

You may want to use some large pieces of paper or a whiteboard to explore the steps with your team.



Coordinator's Notes:



Say: *So what's next?*

1. *Work through the steps in your Design Thinking Campaign Building Tool and move on to the Step-By-Step Activity Plans when you finish.*
2. *Check your campaign with your Coordinator.*
3. *Implement your campaign!*
4. *Record Data*
5. *Create your Summary Project and Form and apply to go to D.C.!*

What's Next?

1. Work through the steps in your Design Thinking Campaign Building Tool and Step-By-Step Activity Plan.
2. Check your campaign with your Coordinator.
3. Implement your campaign!
4. Record data.
5. Create your Summary Project and apply to go to Washington, D.C.!



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Coordinator's Notes:



Say: Complete the post-training survey.

Good Luck!



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