Can you feel the sadness in your clothes...?
Cut Cotton Crimes:

Project work with students from Enterprise South Liverpool Academy
Background to project with ESLA

Anti-Slavery International relationship with the International Slavery Museum:

– 2007 Heritage Network partners
– Member of the Respect Group
– Training for Teacher Institute
– Partners in curating first exhibition for campaign zone (Home Alone and successful campaign)
Strategies for working with ESLA

• ESLA have had partnership with ISM over the last year with projects with pupils including: Civil Rights Workshops, leading to presentation for International Youth Conference at the University of Liverpool.

• Work on started on Campaign! Make an Impact! in May 2011 with discussions between ASI Education Officer and ISM Education Manager.
Outline of sessions with ESLA students

- **Session 1**: Intro to project and handling session on Transatlantic Slavery using museum objects.

- **Session 2**: Introduction to modern-day slavery session.

- **Session 3**: Exploring campaign tools used by Abolitionists of the past. Looking at Obama campaign memorabilia from the ISM collection. Designed own campaign logos.

- **Session 4**: Designing a campaign- working with current ISM campaign zone exhibition.

- **Session 5**: Choosing a campaign logo and name and implementing campaign strategies.

- **Session 6**: T-Shirt printing.
Sessions with ESLA students
Process
Successful campaigns that we know of

The hillbrough (Sun news paper)
The Montgomery bus boycott
Pudsey the bear
Comic relief
Breast cancer
Brain tumor
Not using Sun bed's
Gaddafi Libya
WWF
Stop bullying
Thinking about campaigning ideas...
Planning our own campaign

- Children being forced to pick cotton in Uzbekistan
- Europa union ordinary people of Europe
- T-shirt, posters, charity programs, etc...
- Taking away children's human rights
Campaigning tools

- Stickers
- Badges
- Posters
- Banners
- Billboard
- Television advertisements
- Wrist Bands / Bracelets
- T-Shirts
- Stricks
- Posters
- School website
- Protest
- Programs
- Letters
- Leaflets
- Exerbsions
- Charity
- McDonald money game
- Websites
Attributing responsibility to tasks

Idea
- T-shirt - Me
- Badges - Everyone
- Wristbands - Michaela
- Posters - James + John
- Assembly - Jade + Megan + Ellie
- Video - Everyone next week – Joe
- Write to newspaper - Everyone next week
- Facebook - Oliver + You
- Petition - All
- Banner - All next week
- School's website - John arrange meeting with Chaplin
Logos and slogans

- SLAVER
  - IM STILL HUMAN

- BREAKING THE CHAIN
  - FORWARD WITH FREEDOM
  - FEAT

- SLAVERY IS THIS RIGHT?
  - NO

- MY LIBERTY
  - GODAY
Logo and strap line
Can you feel the sadness in your clothes . . . ?
Lessons learned

• Students relate to campaigns that have directly affected them, e.g. Hillsborough.
• The designing a campaign process increased political awareness and relating it more widely (i.e. discussions about different forms of government and international intervention)
• Students self-motivated to design their own social networking strategies.