

# Case Study

## Envision School Team



**School:** Grey Coat Hospital School  
**Region:** London  
**Age range:** 16 - 17 years old  
**Issue:** Drugs



### What issue did they tackle and why?

The team decided to tackle teenage drug abuse. They felt that young people are under a lot of peer pressure to take drugs and wanted to encourage their peers that you don't need drugs to have fun.

### What did they decide to do?

The team's campaign - 'Don't Risk Ur Good Sense' (DRUGS) - includes a film, wristbands and social media. Combining forces with another local school, the teams made their pitch at the Envision event, Pitch for Change.

The two teams decided they would create their own campaign film, including interviews with friends and the public. They impressed the judges with their ideas and were awarded the full £500 to create their campaigns.

The teams had an amazing opportunity to be supported by corporate staff in the development of their film. They hosted three workshops about the essential components of an effective film and how to best market their film. The team have travelled across the UK.

The D.R.U.G.S. team have designed wristbands which will serve as tickets for an event which will showcase their film and performances from local bands.



### What is the Envision Schools Programme?

Envision works with teams of young people based in schools and colleges. Starting with the question, "What do you want to change?" teams are supported to investigate issues relevant to their lives as local and global citizens. Led by their own ideas and supported by staff and trained volunteers, teams plan and implement a project to tackle whatever issue they are passionate about - learning to be young leaders and gaining vital employability skills along the way.

For further information please contact Emma Bird  
T: 0207 253 1677 E: [emmab@envision.org.uk](mailto:emmab@envision.org.uk) W: [envision.org.uk](http://envision.org.uk)



## Achievements

### Fundraising

The team were awarded £500 at Pitch 4 Change after impressing the judges with their ideas

### Online campaigning

Set up and managed their own social media campaign to help raise awareness of the issue.

### Filmmaking

They produced and edited a film from first concepts to finished article.

## Skills and Knowledge Gained

### Presentation skills

By taking part in Pitch 4 Change the team learned how to develop a presentation and deliver it effectively to an audience of businesspeople and their peers.

### Team Work

The Grey Coats team had to learn to work together with a team from a different school, with different motivations and work styles to ensure that they gave an effective Pitch 4 Change presentation.

### Communications Skills

In delivering their project the team learned to represent themselves, their ideas and their opinions to different types of people. Through the workshops, film making and social media the team learned how to best develop and market a film to promote their anti-drug campaign message.

## Testimonials

“The team worked well as a unit as they had confidence in each other and were very good in allocating roles and responsibilities amongst the members. The perceived leaders didn’t create a sense of hierarchy either and the atmosphere was always good.

I was impressed by their maturity and originality in handling the subject matter of the campaign and it was bold to have the acronym, ‘DRUGS’ as the centrepiece. Paradoxically, the video is striking because it is not flash or extravagant; it sends out a positive message without being hectoring or talking down to young people.”

Avnish Patel - Envision Team Mentor

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