**PRESS PACK**

**Get your school in the media!**

If your school is taking part in Send My Friend to School, then spread the word by getting online and in the local papers. It’s a great way to amplify the campaign message and at the same time show your community what you’ve been doing!

Below are some top tips on using social media and the local papers as part of your campaigning. You can use the [**Send My Friend logos and images here**](http://www.sendmyfriend.org/resource/logos-and-graphics)to make the most of your press releases, displays, websites, blogs, newsletters and social media feeds and get the word out.

**Social Media**

**Twitter**

* Follow us on Twitter [**@sendmyfriend**](http://www.twitter.com/sendmyfriend) and we’ll make sure to follow you back.
* Tag [**@sendmyfriend**](http://www.twitter.com/sendmyfriend) and use the hashtag **#makeschoolssafe** so that we can easily find your tweets - and we’ll retweet as many as we can!
* Spread the word about your school’s Send My Friend activities - include photos of events and classroom activities so everyone can see what you’ve been doing.
* Find the Twitter account for your local MP and connect to them. Why not take photos of the messages your students write on their paper safety signs and tweet them to your MP and to **@sendmyfriend**?

**Here are some ideas for tweets:**

*Our students have been busy making safety signs with @sendmyfriend to call on the government to #makeschoolssafe for 246 million children experiencing violence at school*

*Education is powerful & so are our students – that’s why they’re joining the @sendmyfriend call to #makeschoolssafe for every child*

*We’re taking action with @sendmyfriend and thousands of schools all over the UK to #makeschoolssafe by calling on the UK govt to sign the Safe Schools Declaration*

*246 million children are experiencing violence at school. That’s why we’re taking action with @sendmyfriend to #makeschoolssafe for every child*

**Facebook**

* Like us on Facebook at [**www.facebook.com/sendmyfriend**](http://www.facebook.com/sendmyfriend) and Like, Share or Comment on our posts!
* If you are posting on your Facebook page, don’t forget to tag us using **@sendmyfriend**
* Post about your Send My Friend activity, and try to include photos or videos of what you have been up to as these will show up more in people’s feeds.
* Encourage other people to share your posts with their friends, teachers and other schools!

**Here are some ideas for Facebook posts:**

*We’re taking action with schools across the UK to call on the UK government to make schools safer for the 246 million children across the world who experience violence at school. Our students have even written their own messages to send to our MP as part of the @sendmyfriend campaign!* [*sendmyfriend.org/take-action*](http://sendmyfriend.org/take-action)

*Across the world, over 15 life-threatening attacks on education occur every school day. That’s why our students are taking action as part of the @sendmyfriend campaign. Join us and thousands of others across the UK sending a sign to the Prime Minister to make schools safe!* [*sendmyfriend.org/take-action*](http://sendmyfriend.org/take-action)

*Our students have been busy creating paper safety signs including their own personal messages to send the Prime Minister a sign that schools must be safe for everyone. Take action with us as part of the @sendmyfriend campaign!* [*sendmyfriend.org/take-action*](http://sendmyfriend.org/take-action)

**Local Press**

**Step 1 - Find out details of your local media.** Your school marketing officer may have a list or you could find details on the internet. You could include local papers, regional BBC & independent radio stations and local magazines.

**Step 2 - Adapt the below press releases and send.** Add a time to the press release when photographers can come and take pictures of the most photogenic moment. Paste the press release directly into an email and send it out about 1-2 weeks in advance to the News Editor.

**Step 3 - Follow up each contact**. Phone them to check that they have received the press release and that the date is in their diary! If they haven’t, send it through again!

**Step 4 - On the day create a good photo opportunity**, such as a display of your school classroom safety signs or a class picture with your MP. Make sure you take your own photos - if a newspaper can’t send a photographer, they may still print the story afterwards if you send them some good images. Find out who is the best photographer in school and be imaginative with the picture.

We would love to see how you get on – please scan in and send your press clippings to [ema.jackson@results.org.uk](mailto:ema.jackson@results.org.uk)

**Template press release:**

Please tailor the text marked in red with your event details.

**[x MP] visits [x] school in [x area] to see pupils’ campaign to make schools safer for the 246 million children across the world who experience violence at school [OR] Pupils at [x] school in [x area] get creative to make schools safer for the 246 million children across the world who experience violence at school**

**Date of event:** xxxxx

**Time:** xxxxx

**School address:** xxxxx

[x MP] is going back to school at [x school] on [x date at x time] to hear from pupils calling for the UK government to play a key role in making schools across the world safer. Thousands and thousands of young people across the UK will be taking part in the **Send My Friend to School campaign** during 2018.

[OR] Local pupils at [x school] are speaking out for the millions of children across the world who are missing out on education due to fear, violence and danger. They are getting creative to support – alongside thousands of others – the **Send My Friend to School campaign’s** call to Make Schools Safe.

Schools should be symbols of safety and peace. But unfortunately for millions of children across the world school is a place of violence and danger. Schools must be defended as safe havens or world leaders will be unable to meet their commitment of ensuring education for all by 2030.

This is why thousands of young people have been calling on the government to defend education by signing the Safe Schools Declaration. This is an international political commitment made by countries to do more to protect students, teachers, schools and universities during armed conflict. The declaration has been signed by 71 countries including the UK’s allies France and Canada. However, the UK has not yet signed. Students at [X School] want to ensure that the UK government signs the declaration and so have been getting creative to get their MP’s attention.

**[Insert name of teacher] at [x School] said:** [Please insert what you want to say about your pupils for e.g… “Class x/the whole school have been finding out about the different factors which mean that millions of children across the world are at risk of harm simply by trying to get an education. They are passionate about doing something to change the situation.”

[Please insert what activities your school has done/will be doing when the MP comes in, for e.g…] “To get our MPs attention the children have created eye-catching paper safety signs. On one side they depict the dangers that schools can face, and on the other they show schools as they should be: a safe haven. They have decorated the signs and added their own messages about why they think the UK should sign the Safe Schools Declaration. They will be giving these to x MP and asking [her/him] to take the message to the government.”

**Ema Jackson, Campaigns Manager for the Send My Friend to School campaign said:**

“Schools should be safe havens for children. Unfortunately for millions of children around the world, school can be a place of violence and danger and 246 million children are experiencing violence at school every year. So I am delighted that pupils atx school are engaging with x MP to demand the UK signs the Safe Schools Declaration. They are joining thousands of young people across the country - we are expecting MPs to be inundated with thousands of these creative safety signs covered with important messages! We hope this will push the Government in to action.”

All schools are invited to get involved with the **Send My Friend** campaign - visit sendmyfriend.org for a free teaching resource pack with everything needed to take action on this important issue.

**Notes to Editors:**

**For more information, please contact:**

Ema Jackson, Send My Friend to School, ema.jackson@results.org.uk

**020 7793 3970**

1. The Send My Friend to School campaign is a UK civil society coalition of international development NGOs, teachers’ unions and charities. It brings together young people, politiciansm teachers, civil society and the media in joint campaigning to demand quality education for all children across the globe. [www.sendmyfriend.org](http://www.sendmyfriend.org) Twitter: @sendmyfriend

**2. Key facts**

* 246 million boys and girls suffer from school-related violence every year
* Over 245 million children are estimated to be living in conflict zones
* 732 million (1 in 2) school-age children between 6 and 17 years live in countries where corporal punishment at school is not fully prohibited.
* Since 2009, there have been more than 10,000 targeted attacks on schools.
* 875 million school children live in high seismic risk zones and hundreds of millions more face regular flood, landslide, extreme wind and fire hazards.
* The total cost of school violence in terms of foregone social benefitsin just 13 countries for which information is available is up to almost US $60 billion
* Data shows that globally more than one in three students between the ages of 13 and 15 reported being the victim of bullying in the last year.