



plantation  
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The role of creative media in  
community empowerment

# Distilling Complex Information – NHS Animation

## Power inequality

Unequal distribution of power across the population is one of the fundamental causes of health inequalities.

You can watch this short animation, on what power is, and how it affects health. This was created in collaboration with the Glasgow Centre for Population Health.



On this page you'll also find resources and information about power.

### Related pages

- [Health inequalities](#)
- [Improve policy and practice](#)
- [Tools and resources](#)
- [The right to health](#)
- [Place](#)
- [Communities](#)

### News

- [New animation - Power as a health and social justice issue](#)  
16 August 2017

[More news](#)



# The role of CREATIVE MEDIA in COMMUNITY EMPOWERMENT

- Power TO = Research / Action / Influence
- Power WITH = Collaborative / Connecting
- Power WITHIN = Confidence / Skills



# Creative Media as a tool for Participatory Action Research

## CASE STUDIES IN CO-PRODUCTION

- **“Poverty: Our Hidden Shame?”**
  - **“Time & Time Again”**
- Our work with **Govan Community Project**

[We Journey together \(trailer\)](#)

# HELLO & WELCOME

- Introductions
- What appealed to you about this workshop?
- Have you / do you plan to use Creative Media as part of your work?
- What would you like to take away from today?



# “The Role of Community Media in Community Empowerment”

## PARTICIPATORY ACTION RESEARCH CASE STUDIES

- **“Poverty: Our Hidden Shame?”**
  - **“Time & Time Again”**
- Our work with **Govan Community Project**

# Create Crew - Poverty: Our Hidden Shame?

## Asking the right questions!





# Poverty: our hidden shame (trailer)

***“ I thought I knew about poverty until I did this project” “ Being shortlisted for the Inspiration Award is exciting and helps raise the issue of the impact of austerity in our communities.”***



***“The main thing I’ve learned is interviewing skills – being able to interact with people and make folk feel comfortable when I’m interviewing them. It’s important to listen to people so that they get their point across.”***



***“This documentary has been the biggest thing that we’ve done in terms of planning, organising and filming. My confidence has sky rocketed from doing all the various interviews.” “This has made me more confident and adventurous about who to approach for interviews – I’ll always aim high!”***



# Issue-Based Drama



# “Time & Time Again”

## (by The Portal Seniors’ Film Club)

### **THEMES**

- Historical (1971)
- Worker’s Rights
- Trade Unions
- Equal Pay
- Gender Equality
- Child Poverty
- Austerity
- Technology & Culture

### **SKILLS & LEARNING**

- Accessing the Internet
- Archive Research
- Character Development
- Scriptwriting
- Acting
- The Filmmaking Process
- Songwriting

# (INTERGENERATIONAL) FUN



# Time and Time Again (scene)





# GOVAN COMMUNITY PROJECT



- Don't Hate, Animate
- Welcome to Glasgow
- We Journey Together

Don't hate, animate!

Hate crime awareness animation

# WELCOME TO GOVAN



## WELCOME TO GOVAN! (TRAILER)

### COMMUNITY NEWS

Well Said is a project developed in response to the ongoing requests from individuals and community groups to access training in media to produce short films about issues that are important to them.



## WELCOME TO GOVAN: ARABIC

### COMMUNITY NEWS

The Welcome to Govan films have been made by people who are new to Govan; they profile community organisations who offer advice, support and participation opportunities in the local area.



## WELCOME TO GOVAN: AMHARIC

### COMMUNITY NEWS

Websites of included organisations: Govan Community Project: Refuweegee: Unity: Plantation Productions: Glasgow Piano City: Moogety: Galgael: Sunny Govan Radio:



## WELCOME TO GOVAN: TIGRINYA

### COMMUNITY NEWS

Websites of included organisations: Govan Community Project: Refuweegee: Unity: Plantation Productions: Glasgow Piano City: Moogety: Galgael: Sunny Govan Radio:



## KIDZ CLUB: SLOW MO SCIENCE

### CHILDREN

With the help of Professor Bob Hoskins (aka Professor Smurfy) our Kidz Club conducted their own science experiments, learning about buoyancy, surface tension, non-Newtonian fluids, etc.



## POVERTY: OUR HIDDEN SHAME? (TRAILER)

### DOCUMENTARY

Poverty: Our Hidden Shame? (Trailer) – a group of local young people spent nine months exploring and challenging the impacts of poverty on their community.

# **We Journey Together**

**4 people going through the asylum process in the UK.**



# Difficult | Subject | Matters

Participants decide to tell their stories, representing their narrative through co-creative media. From setting the scene of past lives to portraying traumatic, life-changing events, some accounts are intimate disclosures, requiring a high degree of sensitivity and integrity.

- Is there a way of depicting difficult and brutal accounts that will engage without causing distress to the audience and participants?
- To tell their stories with relevance and consideration.



# Ethics and Good Practice

Participatory Action Research through media production requires a duty of care to safeguard vulnerable people.

- Ethical practice ensures individuals, groups, collaborators and contributors are informed of and inform the process.
- All decisions are made transparently and in agreement with participants, whilst information is shared equally, it is also protected where necessary, maintaining confidentiality.
- It is good practice as an ethical practitioner to maintain a long-term relationship with participants, this is an integral element of an embedded approach.
- All media is signed off by participants' before public display, keeping them informed of the life of the work beyond the project.

# BENEFITS OF A CREATIVE APPROACH?

Creative Media complements and strengthens traditional Social Media

A professional community artist or filmmaker, will bring a wealth of experience to your project

Participants will have deeper UNDERSTANDING of the issues

Participants (and staff) will acquire new creative skills

A tangible output, with an ongoing legacy

**QUESTIONS OR FEEDBACK?**



# GROUP EXERCISE

- Identify a Health or Social Justice issue or barrier that you would like to raise awareness of.
- Who has lived experience of this issue?
- Who could benefit from researching this subject?
- What creative discipline might they be most inclined to engage with?
- Who could you partner with on this project?
- How might you resource this activity?