



# London Challenge Poverty Week

Creating content that counts



# What we'll cover today

- ✓ Taking part in London Challenge Poverty Week
- ✓ Using templates
- ✓ Fact finding mission
- ✓ Creating a design
- ✓ Creating a video



# What are you doing for London Challenge Poverty Week?

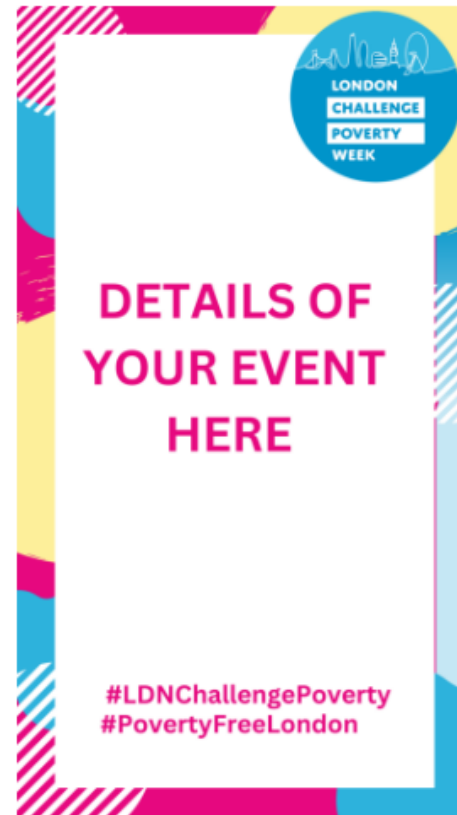
1. Quick conversation in pairs 5 minutes
2. Answers in chat when you come back



## Editable Images

Click on the image below to access the template – you can make changes, then save and share your own version of the image. Use them to promote your own events during Challenge Poverty Week.

## Instagram posts and stories



Template library from 4in10 for you to use – any others needed?

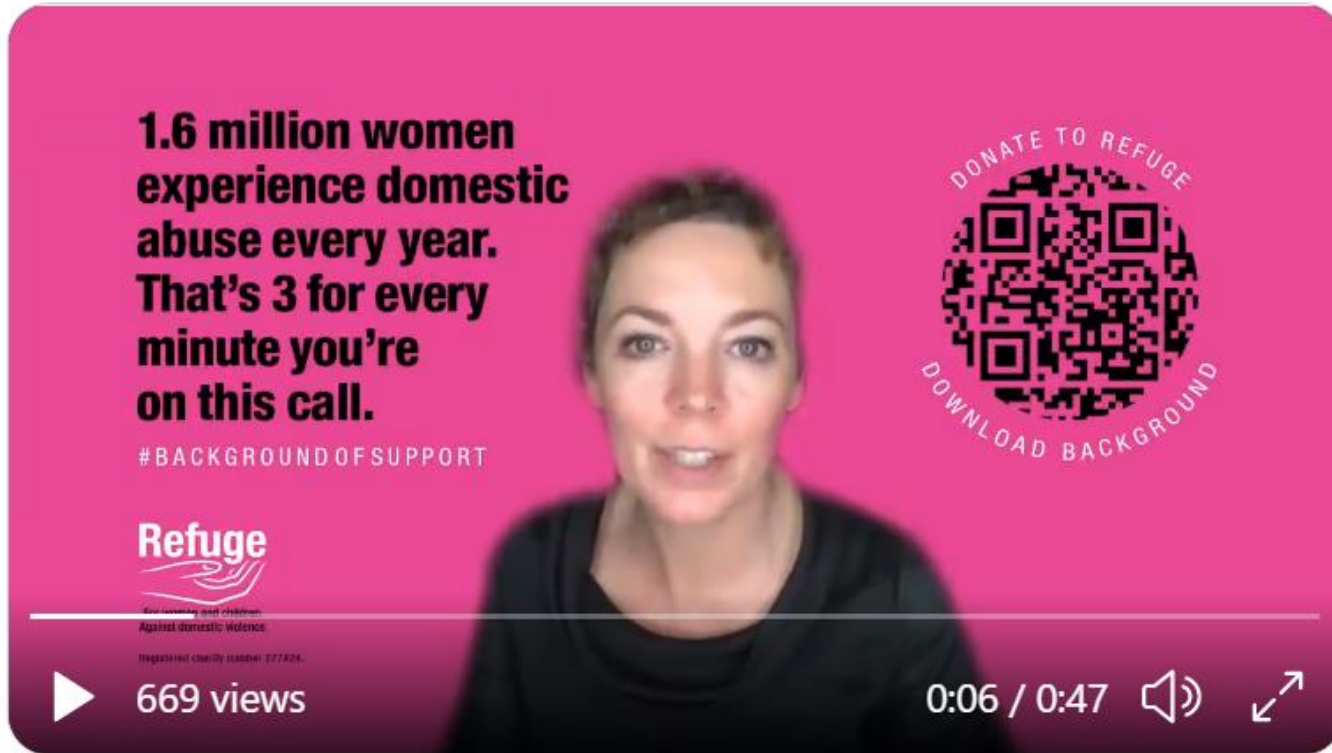
<https://londonchallengepovertyweek.org.uk/resources/>



**Refuge**  @RefugeCharity · Jan 11

Put your Zoom background to work!

If you're chatting with work colleagues and family this week using our [#BackgroundOfSupport](#) – modelled here by our amazing patron [#OliviaColman](#) - could help support survivors of [#DomesticAbuse](#).  
[bit.ly/3g6M3Nf](https://bit.ly/3g6M3Nf)



**1.6 million women experience domestic abuse every year. That's 3 for every minute you're on this call.**

#BACKGROUNDOF SUPPORT

**Refuge**  
For women and children. Against domestic violence.  
Registered charity number: 277204

669 views

0:06 / 0:47

DONATE TO REFUGE  
DOWNLOAD BACKGROUND

  9  26 







London Youth @LondonYouth · Oct 18, 2022

London's youth workers are stretched to beyond capacity and facing heartbreaking choices on how to support poor young people in crisis.

[#LDNChallengePoverty](#) [#PovertyFreeLondon](#)



4in10 - London's Child Poverty Network and 2 others



Use your own quotes and facts from your work



# Exercise / practice *Canva*

1. Using one of the [templates](#) either for social media or Zoom background
2. Log into Canva
3. Share a question or details of what you are doing next week
4. Add your logo too



# Themes

Monday 16 October

**Adequate income, social security and work**

Tuesday 17 October

**Food insecurity and hunger**

Wednesday 18 October

**Childcare and Education**

Thursday 19 October

**Poverty, dignity and discrimination**

Friday 20 October

**Homes, communities and volunteers**





# Quick poll...





**4in10 - London's Child Poverty Network** @4in10 · Oct 13, 2022

London Challenge Poverty Week is all about grassroots action to help us work together to make London a more equitable place to live and work. What do you think is the role local politicians in building a [#povertyfreelondon?](#) [#LDNChallengePoverty](#)



1      9      10      [Bar chart icon]      [Share icon]



**4in10 - London's Child Poverty Network** @4in10 · Oct 14, 2022

Did you know??? [#LDNChallengePoverty](#) If you want these stats to change, get involved in London Challenge Poverty Week starting 17th October! Learn more at [londonchallengepovertyweek.org.uk/whats-on/](https://londonchallengepovertyweek.org.uk/whats-on/)



[Comment icon]      2      1      [Bar chart icon]      [Share icon]

Examples of using statistics during the week. What facts could help back your own data or message? Don't forget to acknowledge the source or even mention it.





**BromleybyBow Centre** @Bromley\_by\_Bow · Oct 15, 2021

This week is [#LDNChallengePoverty](#) week.

9 out of 10 UK boroughs with the highest child poverty are in London and out of those, Tower Hamlets is the worst affected.

[#PovertyFreeLondon](#) @4in10 @BBB\_Insights @BBB\_Health @beyond\_biz



8 10



**BromleybyBow Centre** @Bromley\_by\_Bow · Oct 14, 2021

The last 18 months have been challenging for so many in our community

Our team has seen a 48% increase in advice casework & time spent assisting people has increased by 55%

Find out more about our service [bit.ly/3bhg4Jq](https://bit.ly/3bhg4Jq) [#LDNChallengePoverty](#) [#PovertyFreeLondon](#)

bbbc.org.uk  
Specialist advice - Bromley by Bow Centre  
We offer free, specialist advice to Tower Hamlets residents on a wide range of issues including ...

4 9





# It's not just about the week...

## Why Resistance Kitchen?

### The Facts

**1 in 3 children in our borough lives in poverty. Croydon North, where our kitchen is located, is the worst hit with 36.5% of its children suffering under poverty. Most of those children – over two thirds – are in families with jobs, wages are so low that they are still in poverty!**

Hunger is not a logistics problem of getting food to people in need; it's a result of poverty caused by deliberate government policy. It's a human rights issue, and the solution has to be systemic change so that people can afford to feed themselves.

### Systemic Racism

We are blessed with a diverse population in South London, but within that, due to systemic racism, black and Asian children are disproportionately affected by poverty. Black and Asian children are 2.3x more likely living in poverty than white children. In 2023 the UN's Committee on the Rights of the Child denounced the UK for "the overrepresentation" of Black, Asian, Muslim, Roma, Gypsy and Traveller children living in poverty, and urged the government to "implement targeted policies and programmes to combat racist and xenophobic activities".

### Resistance Kitchen

Resistance Kitchen is our humble way of resisting, by sharing our

An example  
of using relevant stats in your About Us section to outline the challenge



# Do you need a fact?



- ✓ [Key facts](#) for London Challenge Poverty Week
- ✓ [Borough poverty stats](#) Trust for London
- ✓ [End Child Poverty](#) – key facts
- ✓ Need a bit more? Contact [Superhighways](#) if you want to explore data further





# Exercise: What fact could you share next week?



- ✓ Looking at the resources or your own known figures think of one that could help you talk about your work



**FOR  
RENT**

**41%**



the number of London properties available for private rent since March 2020 are significantly down

Source: London Boroughs Report

**#LDNCHALLENGEPOVERTY**



# Exercise / practice *Canva*

1. Log into Canva
2. Create a small graphic for your fact
3. Add the Challenge London Poverty Week logo or hashtag
4. Look at the sharing options
5. Have you connected your social media account?

You can also simply download and upload to any social media



# Break

10 minutes



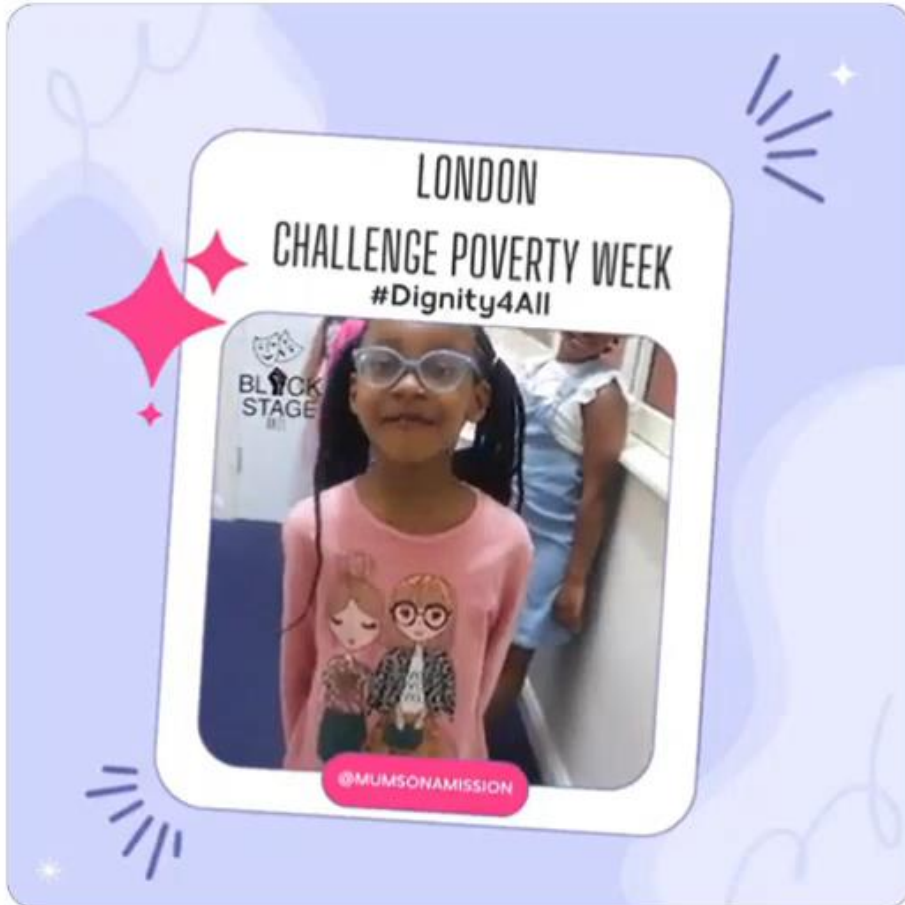
↳ 4in10 - London's Child Poverty Network reposted



**Katherine Hill** @\_KatherineHill · Oct 20, 2022

👉 These children know they are valuable, whether society truly values them will be measured by its response to the challenge raised by the brilliant speakers at today's [#londonchildpovertysummit](#) - to do better and put an end to child poverty

[#LDNChallengePoverty](#)



1 8 17

# Starting with video

An example of using a point and press style video and a Canva template.





# Welcome back. Quick question



What worries your organisation about poverty in London?  
Or what challenges do you see people facing?



# Demo: Zoom chat into posts

The screenshot shows a design tool interface with a top navigation bar containing 'Home', 'File', 'Resize', and navigation icons. The main workspace is titled 'Cost of living crisis quote example for training' and includes a 'Share' button. On the left, a sidebar offers 'Templates', 'Elements', 'Uploads', 'Text', and 'Photos'. The 'Templates' section is active, displaying a search bar for 'Twitter Post templates' and categories like 'Quote', 'Event', 'Halloween', and 'Webinar'. Below this, 'Recently used' and 'All results' sections show various quote templates. The main workspace displays a selected template for 'Page 1 - Add page title'. The template features a background with text related to inflation and living costs. The main text reads: 'that people get tired of hearing about rising costs and become discouraged from demanding change'. A quote icon is visible on the right side of the template. Below the template, 'Page 2 - Add page title' is visible. The bottom right corner of the interface features a circular logo for 'LONDON CHALLENGE POVERTY WEEK' and a multi-colored icon.



# Demo: Quotes into video using Canva

Audio effects Adjust



You could also use **Adobe Express**.

You could also use photos and put the captions over the top. Or simply re-size and existing video.



# Exercise / practice

Canva



Video

1. Using Canva or Adobe Express
2. Create a short video
3. Use your own content
4. Or practice with the [sample information here](#)



Write a short message to accompany one of your social posts

Don't forget one or more hashtags:  
#LDNChallengePovertyWeek  
#PovertyFreeLondon

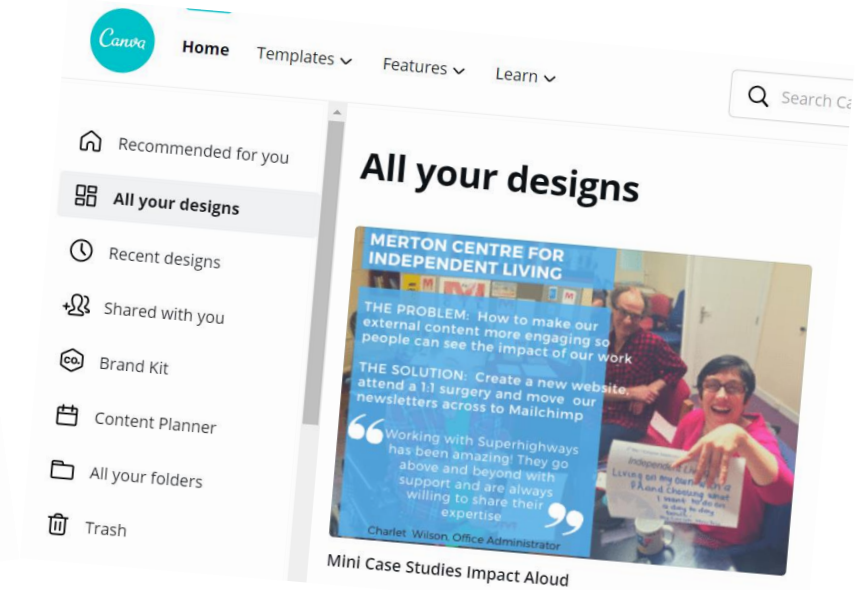






# Toolbox

# A few ideas...



[Canva for graphics](#), social media, flyers, videos and more  
[Adobe Express](#) for creating designs & videos  
[Free photo websites](#) you can use, credit where needed



# Not all stories work the same way – framing is important

“ Our economy creates powerful currents that can pull people into poverty, like low wages or increasing living costs. ”

[JRF Poverty Reframing Toolkit](#)

[The Frameworks Institute: Reframing 101](#)





My story to get here is all-too-familiar for families in England: my mum worked full-time, earning minimum wage to make sure we always had a good evening meal on the table.

But it was not enough.

The system was not built for families like mine to succeed, regardless of how hard my mum worked.

Marcus Rashford's open letter to MPs





Don't forget  
your...







David Boothroyd @220\_d\_92\_20 · Apr 22

London has higher levels of child poverty than anywhere else in the country.

That is why I support the London Child Poverty Alliance's call for [#PovertyFreeLondon](#) and I have pledged to seek to reduce child poverty through my work.

View my pledge: [childpovertylondon.org/pledge-wall](http://childpovertylondon.org/pledge-wall)



[Child Poverty London pledge wall](http://childpovertylondon.org/pledge-wall)

# An example:

Email or @mention your own councillors during the week

Don't forget positive reinforcement!



# An example

Trussell Trust  
Digital Toolkit  
demonstrates use  
of different types  
of key messaging  
for the Keep the  
Lifeline campaign



# Next steps

1. Complete the evaluation
2. Email us for a chat/ hands on help/training  
[info@superhighways.org.uk](mailto:info@superhighways.org.uk)
3. [Book a Local Insight or Census session](#) with us



# Related training & extra resources

- ✓ [Look at our current training offer](#)
- ✓ [Sign up to our monthly eNews](#) – for updates from us on all things charity sector and digital/data, plus future training and support offers



# What does Superhighways do?

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.







# Thank you for taking part today

**Sorrel Parsons**

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@SuperhighwaysUK

