

# SOUK

SHOUT OUT UK

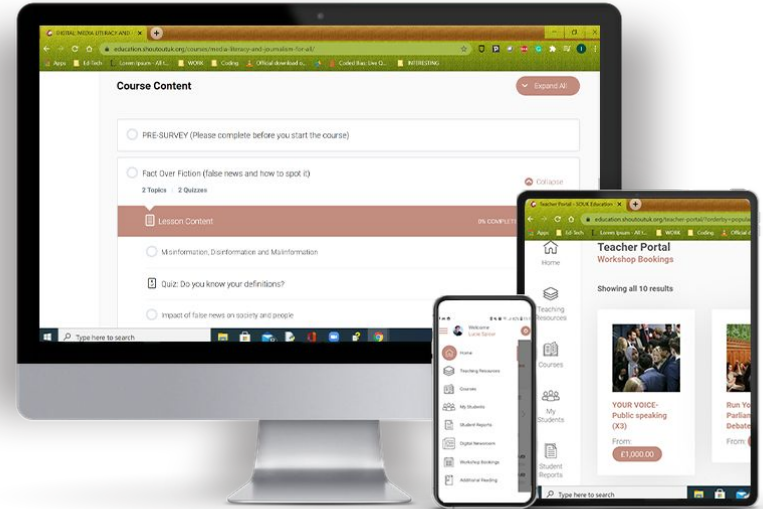


# About SOUK:

Shout Out UK (SOUK) is an impartial multi-award winning creative social enterprise on a mission to amplify democracy by ensuring all citizens understand how their government functions through political literacy, are inoculated from disinformation through media literacy and are given a chance to have a say in how their country is run through our own youth voice platform.

## OUR AWARDS

- Democracy Pioneer 2020, Awarded by Nesta
- Youth-Led Award 2018, Awarded by The British Youth Council.





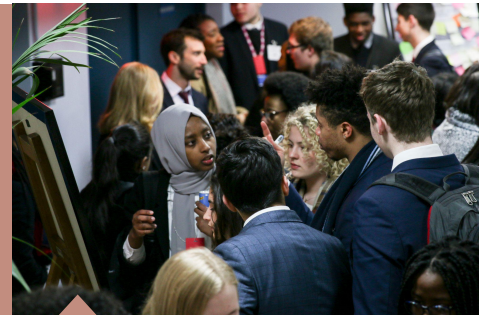
# The Problem: A Misinformed Electorate

The UN declared a global infodemic in 2020; more than ever, people around the world are struggling to determine fact from fiction. Until every eligible voter is given the tools to understand how their own government works and how to identify disinformation for themselves, extreme views and conspiracy theories will continue to grow and democracy will suffer.



## Teachers lack time and expertise

Competing demands on time, expertise, and curriculum content are identified by teachers as the three biggest obstacles to effective democratic education in English secondary schools.



## Parents worry about partisan education

When asked about the ideology of secondary school teachers, 23% of parents thought that 'too many are right-wing' and 31% thought 'too many are left-wing'.

## Too few schools are teaching Political Literacy

Less than a third of secondary schools are offering weekly lessons in politics or curricular citizenship education, and a fifth of schools are offering no provision at all.



## Lack of educational resources

The vast majority of teachers feel responsible for developing young people's political literacy, but only 1% feel fully prepared to do so.





## Why Shout Out UK?

To safeguard and amplify our democracy, we must recognize the gap in our education system now. This is not only about equipping young people with the tools to be active citizens, this is about safeguarding the very fabric of our democracy. Shout Out UK has extensive experience delivering democratic education and training, and a proven track record of achieving campaign goals.

## Some of our partners include:



Department for  
Digital, Culture,  
Media & Sport

GREATER  
**LONDON**  
AUTHORITY

Experienced educators

# 1000+

Schools, Youth Clubs and Universities have received Political Literacy education through Shout Out UK

Clear results

# 71.4%

Of young people strongly agreed and agreed that they could understand how the UK's political system works following participation in our programme

Effective campaigning

# 23%

Increase in youth voter registration rate during Shout Out UK's London Voter Registration Week 2020 Campaign, compared to the previous week.

# London Voter Registration Week 2022

- 150 coalition partners. Additional organic support 80.
- Estimate a reach of between 500,000 and 1 million Londoners through the coalition of LVRW partners.
- 19 in-person drives with education institutions and engaged almost 2,500 in the voter registration process and in Political Literacy lessons.
- Launch film had over 250,000 views and 2 million impressions on Twitter alone.
- Estimated online reach of 5.1 million.



*Voter registration data was supplied by the Department for Levelling Up, Housing and Communities at the end of 2022. This is currently being analysed by the GLA's City Intelligence Unit to assess this element of the impact of LVRW 2022. In advance of that analysis, this report, confirms the outcomes on the left.*





**lexgibbon** ✓

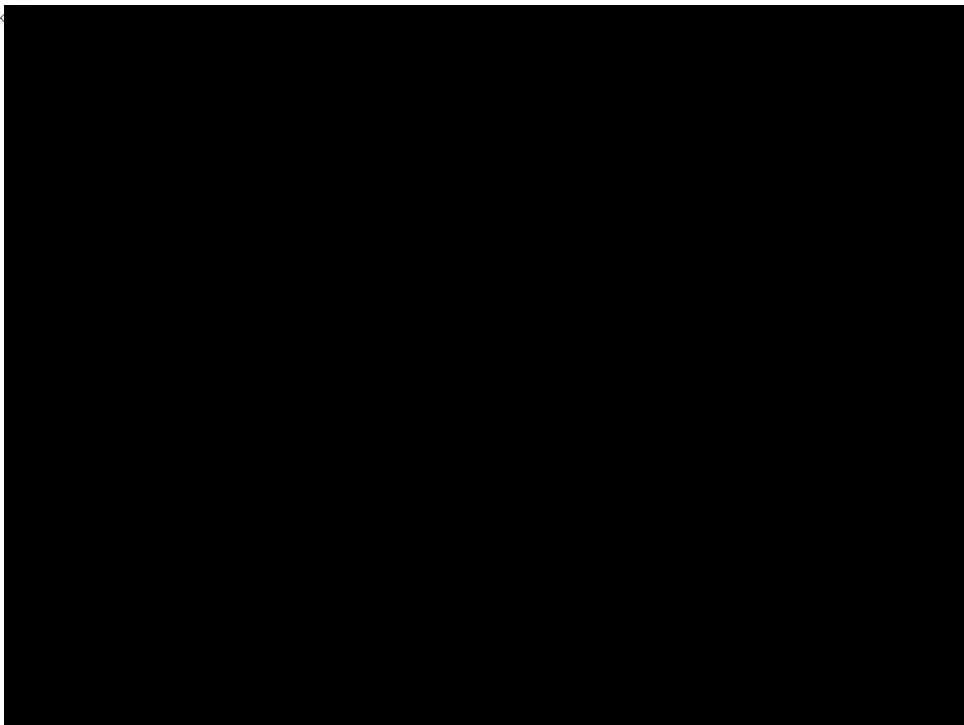
Lex Gibbon



Follow

220 Following 67K Followers 1M Likes

Writing songs and singing them. 'Rather Be Lonely' OUT NOW click link



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# Voter ID campaign

SOUK has partnered up again with the GLA to deliver phase 1 (the public awareness raising phase) of the Voter ID campaign. The impartial campaign is coordinated with the Electoral Commission's nation-wide campaign and builds on the strong coalition of civil society organisations and educational institutions from LVRW 2022.

As part of the campaign, SOUK has:

- created 13 static assets, 1 film and 1 animation
- organised 8 in-person events with EU communities
- delivered workshops to a number of civil society organisations and educational institutions across London.

The law has changed. Make sure you have the right photo ID to vote.



The infographic lists the following forms of photo ID:

- UK, Channel Islands or EEA driving licence
- Blue Badge scheme card
- UK, Commonwealth or EEA passport
- National identity card issued by an EEA state
- Free photo travel pass like Oyster 60+ or a Freedom Pass
- Biometric Immigration Document
- PASS card issued by the National Proof of Age Standards Scheme bearing the PASS hologram

You will need one of these approved forms of photo ID.

Supported by the Greater London Authority, City Hall, Kameel Chundrie Way, London, E16 1E. Printed and promoted by Shout Out UK, 240 Portobello Road, London, W11 1LL.

Logos at the bottom: GREATER LONDON AUTHORITY, #NO VOTE NO IDIC, SOUK SHOUT OUT UK, and a globe icon.



# So far...

A snapshot of the campaign so far:

- We have over **200+ coalition partners** that have joined our Voter ID campaign.
- Our Voter ID launch animation has over **116k views** on Twitter alone.
- We have translated the 'Acceptable Forms of Photo ID' asset into London's top ten community languages (based on Census data).
- We have had an estimated **391k engagements** on our campaign posts across all social media platforms.



Your voting rights are changing,  
and misinformation  
continues to grow.

Make sure you have  
the right photo ID to vote.  
You can find more info at:

<https://registertovote.london/>

GREATER LONDON AUTHORITY

#NO VOTE MISC

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Supported by the Greater London Authority,  
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# Lessons Learned

01 Co-design and Co-delivery

02 Diverse assets with multiple voices, informatic assets and issue based assets do better.

03 Dynamic over static and Interactive over general

04 Regular and sustained contact ensures growth.

05 Impartiality and being non-election specific, especially for young people offline.

06 Social Media companies can be both a barrier and a boost.



# Get In Touch

If you would like to reach out  
[matteo@shoutoutuk.org](mailto:matteo@shoutoutuk.org)

If you would like to follow Shout Out UK, our socials are below:



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#NO  
VOTE

NO VOICE