

## Creative Media Camp

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Summer 2011. First week of the summer holidays for most young people.

Six weeks of late nights, sleeping in, fun, friends and best of all - no homework!

Not so for the group of twenty or so young people who signed up for the Ideas Foundation's Creative Media Camp – CMC. The Ideas Foundation nurtures young people's creativity and works with industry to achieve this. The young people at CMC gave up five days of their holiday to come to the camp. And it's not a camp with sausages, mash and campfires – no – it's a place where ideas are born and inspired.

And that place was Chelsea College of Art and Design who hosted the camp with the support of Sarah Risley of University of The Arts.

At Chelsea, the young people took part in a cutting edge creative project working with top professionals on a real live brief. It was organised by young people and supported by industry experts. So what was the brief?

Well, every year on 15<sup>th</sup> October activities take place around the world to raise awareness of the importance of hand washing – with SOAP –and to encourage people to make this a habit.

Val Curtis, from the London School of Hygiene and Tropical Medicine (LSHTM) in her brief to the students, delivered some startling statistics – one of the most shocking being that nearly a quarter of us have faecal matter on our hands. That's poo! Yuck!!

Let's not poo poo this idea. It means if you don't wash your hands with soap and you then shake my hand I will pass your toilet germ on. So when I open that door or give my daughter a sweet – that poo is still on my hands and now on that door and in my daughter's mouth. When she puts her hand in her mouth that poo is now on her hands. Doesn't sound nice does it?!

But a simple act of using soap to wash our hands can prevent the spreading of these germs and in doing so save a billion lives a year from the diarrhoea and diseases caused by poor hygiene.

After digesting these startling facts, the student had just a few days to come up with an advertising campaign to spread the word – in posters, film, fliers and animation. They had to create a new and exciting idea for a brand new campaign aimed at raising awareness of the importance of washing hands in Primary and/or Secondary schools.

With the help of experienced tutors including Efe Ezekiel, Nathaniel St Aimie and Barrington Robinson and guest speakers including Mark Lewis from the School of

Creative Arts and advertising executives Shaheed Peera and Adam Oldfield, the students soon set to work. Brainstorming, discussing, debating, scribbling and more brainstorming, discussing, debating and scribbling...until eventually, in their teams they began to realise their vision and start making their vision a reality. The competitive element of the task gave their work a real edge – they all wanted to do well.

The teams had to deliver their presentation on the final day of camp in front of a group of interested parties and top professionals in the field.

Industry experts on the judging panel included Robin Wright President of the Engine Group and Chair of The Ideas Foundation, Val Curtis from LSHTM, Sue Ricketts from Global Community Partnerships and Jo Putnam of The Metro.

The judges agreed that all the teams had done excellent jobs. After much discussion and debate – the winner was chosen...Congratulations to Exponential!

And don't forget to wash your hands with soap before and after you click – you never know where other people's hands have been!