



Global Campaign for Education 2012

GLOBAL CAMPAIGN FOR
EDUCATION

Send 
My Friend
to School

“I know the importance of education because my books and pens were taken from me by force. In January 2009, the Taliban restricted my education and told girls they weren’t allowed to go to school anymore. I can’t tell you how saddened I was by this. This was the worst part of my life. But the girls of the SWAT valley region aren’t afraid of anyone. We continued with our education.”

On October 9 2012, Malala was shot in the head and neck by Taliban gunmen for speaking out on the right for girls to have an education.

Malala Yousafzai,
15, from Pakistan



Introduction

2012 marked just three years left until the target of meeting both the Millennium Development and Education for All Goals. It also saw the staging of the London 2012 Olympics and gave us an opportunity to reflect on another important race, the Great Global Education Race 2000-2015.

Although worldwide more than 50 million children have enrolled in school since 2000, there are still over 60 million children missing out on primary education. At this current rate of progress, it is estimated that at the finish line in 2015 there will be millions of children who are still denied their right to even a basic education.

Inspired by the Olympics, young people all over the UK made their voice heard as part of Global Campaign for Education UK's (GCE UK) 'Go for Gold' Send My Friend to School campaign and linked into the work of the All Party Parliamentary Group (APPG) on Global Education for All. GCE UK continued to work closely with the Department for International Development (DFID) advising and challenging the UK government on its strategies to support education overseas.

This review aims to give you some insight into the work of the campaign in 2012. It showcases some of the inspiring schools activities and provides an outline of campaign themes, activities and priorities for 2013.



Prime Minister, David Cameron receiving 'gold medals' from Caroline Dinenage MP

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“We made promises to the poorest people in the world and it is a promise we should keep.”

**David Cameron,
Prime Minister**



Mphatso **Kamungu/Malawi**

Mphatso longs to learn but has never been to school as his family can't afford the books and school uniform that many headteachers still request of pupils in Malawi. Instead Mphatso spends his days weaving mats to sell at market.

MALAWI is struggling in the race to get quality education for every child by 2015. Enrolment numbers are rising but dropout rates remain high. Only 53% of boys and 45% of girls stay in education until the final class of primary school.

Working with Schools

The Send My Friend to School campaign helps pupils to learn about the importance of education, the lives of their peers in developing countries and how to participate in the democratic process. For many it is their first introduction to the role of their MP, the Prime Minister and other world leaders in bringing about change at a global level.

This year, over 6,000 schools around the UK took part in an Olympic-inspired Send My Friend to School campaign. They created gold medals covered in messages asking world leaders to 'Go for Gold' in the Great Education Race and keep their promise to deliver universal primary education by 2015. Thousands of gold medals were created by pupils and delivered to MPs in 643 constituencies, reaching 97% of all MPs.

Around 75 MPs met face-to-face with pupils in their constituency to discuss this issue and at least six schools were invited by their MPs to deliver their gold medal messages to Downing Street in person.

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“Global Citizenship is an important aspect of our curriculum...we have taken part in the campaign every year and pupils have noticed the progress made as they have grown up in the school.”

Margaret Heibel, West Kirby Grammar School for Girls, The Wirral

Send My Friend to School



2012

Thousands of schools from Cornwall to Kirkwall and London to Lochaber took part in the 2012 'Go for Gold' Send My Friend to School campaign. They learnt about the campaign in class, held assemblies and workshops, spoke to the media, and many were inspired enough to go directly to their MPs for a response. Here are some highlights...



Kingsbury School
London

Students at Kingsbury High School found a very visual way to raise awareness for the 67 million children missing out on education. This was the 6th year that students had supported the campaign; this time they took part in a two-day workshop and wrote letters to the Prime Minister David Cameron and to their MP Barry Gardiner.

“ **Deputy Year 7 Leader, Helen Snow**

said, “We want our students to understand how lucky we are, and to be able to put themselves into other children’s shoes who are not as fortunate as they are and do our bit to help.”

Valerie Vaz, MP for Walsall South, extended a special opportunity to Whitehall Junior School for them to personally deliver their 'Go For Gold' petition to No.10 Downing Street.



Whitehall Juniors
Walsall

Infant pupils at Chater Infants School in Watford presented over 180 medals to their MP, Richard Harrington, who sits on the Select Committee for International Development.

“**Teacher Emily Janes** said, “Our pupils felt very strongly that getting an education should be a basic right for all children wherever they live.”



Chater Infants School
Watford

Lochaber High School's 1st year Modern Studies pupils created eye-catching gold medal messages for local MP Charles Kennedy.



Lochaber High School
Scotland



Warriner School
Oxfordshire

Five Year 10 pupils from the Warriner School, Oxfordshire had a private meeting with Alan Duncan MP, the new Minister for International Development and grilled him on what the UK government is doing to get Education for All.



Umami **Kaduna/Nigeria**

Although her mother would love her to go to school Umami has never been. She helps her family to survive by selling spaghetti in the market and doing chores at home.

NIGERIA is lagging behind in the global education race as they have more children out of school than in any other country in the world. Currently it is estimated that there are 10.5 million of children out of school in Nigeria.

Working with Parliamentarians

GCE UK continued to engage parliamentarians on the issue of global education maintaining a close relationship with the APPG on Global Education for All. The group has grown from its creation in 2010 to now comprise 70 members of both houses of Parliament.

The close links between the Send My Friend to School campaign and the APPG have been clear to see; this year schools reached 97% of MPs with their 'Go for Gold' messages. In January, Sheila Gilmore MP hosted an exhibition in Parliament to showcase the 2011 campaign 'Send My Sister to School'. In response over 40 MPs pledged to take action to support the campaign.

A delegation from the APPG (the MPs Mark Williams, Helen Grant and Bob Blackman) travelled to Nigeria in February to look at the state of the education system and how UK support is making a difference. Since their return they have held debates, events, tabled Parliamentary Questions, written articles and followed up with the many Nigerian and UK Government representatives they met.

In October, an event was held in Parliament to highlight the importance of education for marginalized and disabled children. Inspiring Paralympians, Sarah Storey, Ade Adepitan and Anne Wafula-Strike supported the event and spoke passionately about this issue to a packed room full of over 80 MPs, Lords and civil society representatives.

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Listening to the pupils of Corsham Primary School, I knew that among many worthwhile campaigns this was one for which I had constituents who were passionate advocates. I wanted their voice to be heard by the whole country, and what better stage for that than Prime Minister's Questions?”

Duncan Hames MP



Ade Adepitan, Sarah Storey and Anne Wafula-Strike in Parliament with the campaign's 2012 Young Ambassadors, Eilidh and Billy.

Working with Decision Makers

The Global Campaign for Education UK has continued to facilitate regular meetings between its civil society member agencies and Ministers and officials from the Department for International Development (DFID). We have actively monitored DFID's work and provided advice on policy and programmatic matters, including DFID's approach to girls' education.

Our flagship report on girls' education 'From Rhetoric to Results' published in 2011 argued that DFID should establish a new fund to support girls' education. 2012 subsequently saw the establishment of the Girls Education Challenge worth over £300 million, which will support new projects aimed at closing the gender gap in education.

In October, GCE UK launched a new report entitled 'Equity and Inclusion For All in Education' which, whilst welcoming DFID's focus on girls, recommends a significant increase in efforts to ensure other marginalized groups, such as disabled children, have access to education and the opportunity to succeed at school.

Following on the GCE UK's successful support for UK funding during the replenishment process for the Global Partnership for Education (GPE) in 2011, in 2012 the policy group advocated for further reform of the Global Partnership for Education.

Work also began on the development of a distinct position on the post-2015 development framework, with the aim of continuing and improving the UK Government's efforts to help deliver Education For All beyond 2015.



Young education campaigners met with the then **Parliamentary Under-Secretary of State Stephen O'Brien MP** at the DFID offices.



Baby **Arusha/Tanzania**

Baby is from a Masai community and was the first girl in her compound to go to school. Baby is now 12 years-old and her teachers say she is doing very well at school.

TANZANIA is one of the better performers in the global education race – it has reduced its out of school population from 3 million in 2000 to around a quarter of a million – a 91% drop.

Working with the Media

Editorial coverage of the Global Campaign for Education's work increased by 60% compared to 2011, with over 250 media mentions between January and July 2012.

Specialist children's and educational trade journals helped us to reach our target audience of young people and teachers and motivate them to take part in 'Go for Gold' activities.

Feature articles aimed to highlight the fact that progress towards the Millennium Development Goal of universal primary education has stalled, and inject a sense of urgency.

Once again media partners, *First News*, the children's newspaper and *The Guardian* regularly endorsed and supported the campaign. *The Guardian* accompanied the campaign's Young Ambassadors, winners of the Steve Sinnott Award 2012, to Malawi and reported on the situation of education there. The trip was also covered in feature articles in *Bliss* magazine, *Sec Ed* magazine, *The Teacher* and *The Glasgow Herald*.

Letters to Editors were drafted from coalition members and published in national papers in response to news and developments from DFID.

All types of mention saw an increase, but local press saw the highest boost, up by 88%. There was lots of local coverage of the Send My Sister exhibition in Westminster, and the schools 'Go for Gold' activities, much of which was initiated by the schools themselves.



What's Next?

In 2013, the Global Campaign for Education will be calling on world leaders to take firm action to close the teacher gap. To deliver quality education for all it is vital that teachers are valued, fully qualified and paid a decent wage. GCE estimates that 1.7 million more professional teachers are needed just to achieve universal primary education.

In the UK, a new set of free classroom resources will be launched for Send My Friend to School. Linked to the national curriculum, lesson activities will give insight into the difficulties children overseas face learning in overcrowded classrooms and with teachers who are inadequately trained and equipped. Pupils here will be asked to create 'teacher' figures and use this artwork to engage their MP in the issue of the global teacher shortage.

GCE UK will continue to support the work of the APPG on Global Education for All, which in 2013 is planning events on key topics, such as the teacher gap, education during conflict and emergencies and a debate on low-cost private schooling.

The GCE UK policy group will be working to influence the on-going discussions about what development framework will replace the MDGs when they end in 2015. It will seek to influence the UN Post-2015 High Level Panel, for which David Cameron is a co-chair, as well as other UN processes in the second half of 2013.

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“...Another problem is the poor pay... all of the teachers here will have some form of other job to make ends meet. They will either have rented some land that they can farm, or be doing some small business on the side.

Vyapbong Dorkat
Headmaster of Yangoji
Primary School, Nigeria

The Global Campaign for Education (GCE) is an international coalition of child rights activists, teachers' unions and development organisations around the world, united in their determination to make the right to education a reality. In the UK, the campaign seeks to increase community awareness of the state of education internationally and generate the political will necessary to ensure the UK plays an active and effective part in efforts to secure education for all.

For more information, please contact **Nicola Cadbury**, Global Campaign for Education UK Co-ordinator, by telephone **020 3 122 0679** or email at **nicola.cadbury@actionaid.org**.

www.sendmyfriend.org

The Global Campaign for Education UK partners are:

