

POWER OF CREATIVE ENGAGEMENT





INSPIRE TOOLKIT

The World Reimagined's purpose is to create a moment and a platform that honours the countless people and organisations who do the work of making racial equality a reality.

This toolkit was an opportunity to co-develop— with guest contributors— an easily accessible resource to share knowledge and build capacity for all.

We collaborated with individuals, organisations and community organisations to explore topics that support our community as a whole as we go on this journey.

Advice for using INSPIRE Toolkit

1. **WATCH** each session on YouTube
2. **REFLECT** on the key learning outcomes
3. **PRACTICE** the recommended activities
4. **EXPLORE** the tools & resources

Watching sessions first, will give you more context and added richness of experience.



Carolyn Baguma Allen
Senior Community Manager
Inspire Session Host &
Toolkit Curator

**Alone we can do so little,
together we can
do so much.**

- Hellen Keller



Power of Creative Engagement

We believe in the power of art as a powerful intervention tool, and that creative expression, such as art-making, dancing, or acting, can offer participants a unique way to share thoughts or feelings about an issue.

It's important to create spaces and opportunities for people to connect and engage in topics or discussions that they may not otherwise. Creative engagement can range from small-scale interventions in an existing planning process, to large-scale projects with creativity at its core.

The single most important thing for a society to accomplish in order to succeed is to teach its young people to find pleasure in the right things. There is no righter right thing that humans know than the experience of creative engagement—making worlds we care about and exploring the worlds others have made—and there is a lifetime of pleasure to be had in that lifelong learning.

- Plato

Watch HERE



Ashley Scott-Adjaye
Artistic Director



Keisha Thompson
Educator & Poet



Buringi Kawooya
Artist & Facilitator



What is community engagement?

Community engagement is a planned process with the specific purpose of working with identified groups of people. These groups maybe connected by their location, interests, affiliation or identity. Engagement works best where it is an ongoing cumulative process, enabling relationships and trust to build and strengthen over time.

Why is creativity important?

Creativity has been associated with physical and psychological benefits (Schmidt, 2006).

For example, creative engagement in adulthood promotes cognitive flexibility and results in new and novel ways of coping with life's difficulties, particularly those connected to losses and adjustments of later life.

A study in the Journal of Positive Psychology (Tamlin, Conner, DeYoung & Paul, 2016) indicates that engaging in a creative activity just once a day can lead to a more positive state of mind.

What does a successful creative engagement look like?

- **Welcoming and inclusive**
- **Interactive engagement**
- **Shared learning**
- **Connection building**



80% of people learn more effectively through games & play

What is a framework?

A framework is a structure or format you can use to develop a common vocabulary and set of approaches.

Who can use this framework?

It's mainly for Educationalists, Facilitators, and practitioners in education, but can also be used in community spaces.

When to use the framework?

This framework can be used when you are starting to plan your next event or activity where the common goal is to share and grow knowledge.

You can also use this framework to review your previous creative engagement.

The 5 Cs FRAMEWORK

Our Learning Programme developed a framework for educators, teachers, and facilitators to use when engaging in racial equity lessons. It can be used when planning any creative engagement.

Compassion



I am able to put myself in someone else's shoes.

Curiosity



I seek additional knowledge through asking thoughtful questions.

Courage



I step bravely into issues that are difficult to understand and hard to discuss.

Connection



I can draw the threads between the history I learn and today's reality.

Critical thinking



I use logic to connect the dots. I'm unafraid of reason and challenge.

[Find out more here](#)



Once you have WATCHED AND REFLECTED on the INSPIRE session, you can practice any of the following activities to develop your creative engagement plans.

- ✓ **Planning Engagement**
- ✓ **Embed the 5 C's**
- ✓ **Accessibility and Inclusion**

Planning Engagement

The following questions can be used to plan an upcoming event or activity. These could be used to help with:

- **Communication planning**
- **Marketing**
- **Budget planning**

You can also adapt the following questions to assess the success of a previous event.

Planning Questions

1. Who are you trying to engage?
2. What problem are you trying to solve?
3. What resources do you have available to you?
4. What resources do you need?
5. Who could you collaborate with?
6. What is the desired learning outcome(s)?

Creative engagement ideas you could try:

- Experiment with opinion polls, brainstorming and debates, creative challenges and digital get-togethers.
- Gamification - make something more interactive and engaging by using a playful format.
- "Un-conference" your event and allow the attendees to share their expertise, allowing for a much broader range of information to be shared than via a guest speaker.
- Use interactive tools and technology that allow audiences to contribute and participate.





Accessibility

Accommodating accessibility is often an afterthought. It's important that as a community we make sure every component of our events is accessible to every single participant.

Common barriers to accessibility.

- Visual (e.g., color blindness)
- Motor/mobility (e.g., wheelchair-user concerns)
- Auditory (hearing difficulties)
- Seizures (especially photosensitive epilepsy)
- Learning/cognitive (e.g., dyslexia)

TASK 1

Think about a past event/ activity that you've delivered and reflect on how you could have made it more accessible.

Consider visuals: reflect on any presentation or communication shared.

<see diversity tools and resources on next page>

Consider environment: AV and venue sound insulation
<see Euan tools and resources on next page>

Consider experience: the physical and psychological experience for your audience.

<Use 5s's framework>

TASK 2

Thinking about possible barriers, plan a social media post about your next event or activity.

- **what could you adjust or change to make it more inclusive?**

Example:

Having visual descriptions available for all posts with visuals.

**Accessibility is more than
just wheelchair access**

TAKEAWAY:

Commit to making 3 changes to improve accessibility: at work, in the community and in learning spaces.

What are your commitments?

How will you embed them into your daily practice?



[Power of Creative Learning: Gillian Joseph & Ruth Ibegbuna](#)

Listen to [Gillian Joseph](#) (Sky News presenter) and [Ruth Ibegbuna](#) (award winning social entrepreneur) explore the power of creative learning and why it is at the core of The World Reimagined.

[Resource Centre Event Planning Checklist](#)

The Resource Centre is a charity serving voluntary and community groups from playgroups to environmental campaigns, residents associations to arts organisations.

[Princes Trust Tools & Resources](#)

The Prince's Trust is a national charity that supports young people with the opportunity to create a better future through employment, education, and enterprise.

They have resources available to support you plan your next project. Although the trust targets young people, the resources available are suitable for anyone to use.

[Eventbrite Event Template](#)

Eventbrite is an events promotion platform that has developed a template to help you understand what it involves and how to write an event plan, step-by-step, with a checklist to help you along the way.

[Euan's Guide](#)

Euan's Guide is the award-winning disabled access charity. They're best known for EuansGuide.com, the disabled access review website. But they also make tens of thousands of accessible toilets safer, run the UK's largest Access Survey and lots more!

[Diversity and Ability Resources](#)

Diversity and Ability is an award-winning disabled-led social enterprise paving the way for a future where everyone is welcomed and included. They have compiled a huge list of free reviews and guides.

For Educators & Facilitators

A collection of flexible tools that can help anyone to engage young people in creative, inspiring, and effective ways.

[Leapfrog toolkit](#)

[Black Curriculum learning resources](#)



INSPIRE Toolkit



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