

# ANNUAL REPORT

## 2021 – 2022

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## Our Mission

We are Shout Out UK (SOUK). Our mission since 2015, has been to safeguard and amplify democracy by ensuring political and media literacy is made available to all young people, regardless of their socio-economic background, ethnicity, or gender. We achieve this through a range of campaigns, projects, and educational programmes. This year was no different, and the ensuing report showcases our principal initiatives in pursuit of this goal, from September 2021 to December 2022.



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## Director's Statement

The world is rapidly evolving, and technology is at the forefront of this evolution. The rise of the digital era has impacted the concept of citizenship, and civic engagement has become both a tool for positive engagement and for disinformation. Today, digital technology has become an integral part of our lives, influencing how we consume information, interact with others, and engage in society. It has opened up new avenues for participation and engagement, but it has also brought new challenges with the rise of disinformation, conspiracy theories and rampant online radicalisation.

In 2021 alone, The Office for National Statistics reported that 99% of adults in the UK aged 16 to 44 were recent internet users, compared with 54% of adults aged 75 years and over. Furthermore, research by Ofcom from September 2020 showed that people aged 25-34 were the most likely to come across misinformation (36%), compared to those aged over 65 who were the least likely (21%). Considering this massive upward trend in internet usage, it's now paramount that we ensure all young people are given the tools they need to navigate the digital world safely, alongside understanding how their political system works. This education needs to be embedded in schools and sustained throughout adulthood, as technology continues to change, media and political literacy must continue throughout our lives to ensure we never become vulnerable to malicious actors online.

Political literacy, along with media literacy, which focuses on critical thinking and emotional resilience in digital spaces, need to be seen as a fundamental component of modern citizenship as it is clear that the internet is an intrinsic part of everyday life for the majority of citizens, with nearly nine in ten UK adults and 99% of 12 to 15 year olds reporting being online on a daily basis. It is thus essential to have digital skills and knowledge with a heavy focus on combatting disinformation, being able to tell facts from fiction and basic digital safety skills to be an active and informed citizen in today's world. However, there is a significant political and media literacy skills gap that needs to be addressed, ever expanding as technology ensures the fact looks real.

Online disinformation, the prevalence of false information, is having a detrimental effect on our democratic processes. It is crucial to have a robust media and political literacy framework to equip citizens with the necessary tools to identify and combat disinformation, alongside the knowledge to engage with the democracy we all benefit from, but engage with often so little.



We at SOUK are committed to empowering young people, teachers, youth practitioners and parents to become active and engaged citizens in the digital age through our education and training programmes, receiving strong feedback and engagement, much of which you can find in this report. Among our numerous projects this year, we have delivered Media Literacy to combat extremism in Pupil Referral Units across London with MOPAC, delivered on Prevent-related Media Literacy training for Parents and carers in Norfolk and Suffolk, we have delivered Media Literacy programmes in Welsh in North Wales, training for teachers and students across the whole of Sussex to name a few.

Aside from our educational programmes, we have worked closely with NATO on three different media literacy initiatives, delivered on our now yearly London Voter Registration Week 2022, in partnership with the Greater London Authority, which had a social media reach of 5.1 million via our channels alone, to name but a few of the exciting projects this year. Our team has grown significantly, bolstering double figures for the first time in our 7 years of existence!

Finally, we continue to work closely with our parliamentary colleagues at the APPG on Political Literacy as we continue to push for policymakers, educators, and digital platform providers to work together to create a new era of digital citizenship that is actively hostile to disinformation and its propagators. Nothing short of the future of our democracy depends on this collaboration. After all, how can we fix climate change if portions of our society don't think it exists? With a strong team, a clear track record of success and growing will from the government and the private sector to support such vital work, and many more exciting projects on the horizon, we are ready and committed to continue taking on this journey, so very much watch this space.



Matteo Bergamini  
CEO  
Shout Out UK



## Executive Summary

2021-2022 has been a big year for us at SOUK! Despite the uncertainty and tumultuous nature of the time period covered by this report (Sep 21-Dec 22), SOUK managed to continue spearheading exciting projects that support our mission of amplifying and protecting democracy, thanks to new partnerships, programmes, and opportunities, and above all: young people. Indeed, young people are at the heart of everything we do here at SOUK, and all of our projects, though varied, each support the next generation to understand how their democracy functions, how they can support it through active participation, and how they can safely navigate the internet and the information they consume. We have worked in close collaboration with diverse sets of stakeholders and partners, each of whom have supported our ambitions in different ways. The following report outlines some of our key projects in 2021-2022. We hope you find it useful and informative!



## London Voter Registration Week - 2021

**Project in collaboration with the Greater London Authority (GLA) – London Voter Registration Week 2021 & 2022**

*“London demonstrated that the wheels of democracy continue to turn, even against a backdrop of extreme strain and uncertainty caused by the Covid-19 pandemic. We must continuously strive to ensure everyone is registered to vote and offered political literacy education in order to actively engage in our communities and our democratic system.”*

-Matteo Bergamini

Voting is of paramount importance to the functioning of a democracy. It empowers citizens, promotes representation, holds elected officials accountable, and drives positive social change. In a true democracy, all eligible individuals should have an equal opportunity to participate in the electoral process without barriers or discrimination. In this spirit, SOUK delivered the largest voter registration campaign in the democratic world, empowering communities across London to become active citizens in our democracy and have their voices heard.

London Voter Registration Week (LVRW) addresses voter registration inequality in London, which has one of the lowest voter registration rates across the UK. Through a pan-London coalition of 100 civil society organisations, educational institutions and all London boroughs, the campaign promoted registration on the electoral roll amongst traditionally under-registered groups – Black, Asian, Minority Ethnic and migrant Londoners, including Commonwealth and EU Londoners, as well as private and social renters, and 16–25-year-olds.



### Key Metrics:

During 2021's LVRW, **39,302** Londoners registered to vote. The campaign started with a soft launch on the **15th September 2021** to mark the International Day of Democracy and finished on the **26th September 2021**. It marked a **7%** increase in voter registration rates from the previous period (1st – 12th of September). In contrast, the number of people who registered to vote across the UK fell by 6%.

**8,568** young people (aged 16-24) registered to vote in London alone. This marks an **11%** increase from the previous period. In comparison, during the extended 12-day LVRW 2021, the number of young people who registered to vote nationwide fell by **2%**.

Between **500,000 and 1.4 million** Londoners were directly reached by the LVRW 2021 social media and via the educational resources, measured by the impact assessments of our broad coalition partners.

The campaign witnessed nearly **74,000** unique engagements with LVRW 2021 posts, including the issue and community-focused resources co-designed and co-delivered with under-registered groups, for a total online reach of **4.7 million**.

	2019	2020	2021
Individuals with the LVRW social media and education packs	85,000	925,000 - 1,200,000	500,000 - 1,400,000
Unique engagements on social media	18,000	65,000	74,000
Reach on social media	1,300,000	2,600,000	4,700,000

**LVRW 2022 (November 2022)**



## London Voter Registration Week - 2022

After a resounding success in 2021, SOUK was re-commissioned to act as the GLA's delivery partner for the LVRW 2022 campaign, marking the third consecutive year of our partnership.

LVRW 2022 took place in an exceptional context. The campaign was set to take place during the 19th-25th September, which had been communicated to partners for months. However, due to the tragic passing of Her Majesty Queen Elizabeth II less than two weeks before the campaign was due to begin, the decision was taken to postpone LVRW 2022 to the 14th-20th November, to coincide with UK Parliament Week. This required extensive communications with both civil society organisations to postpone their social media content, and with education institutions. The latter includes correspondence with the 14 schools we had planned to deliver in-person drives with; these deliveries had to be urgently rescheduled in order to take place during the new campaign week.

Despite these challenging, changing, and unprecedented circumstances, we were able to harness the power of the **#NoVoteNoVoice** campaign slogan, and encouraging messaging to grow our coalition during this 2-month period, resulting in an incredibly successful week.



**Our in-person drives proved to be particularly effective in engaging young people across London. Here is what our Year 12 students had to say about it:**

*"Voting is the expression of our commitment to ourselves, one another, this country, and this world."*  
– **Year 12 student**

*"Voting is important as it ensures all voices are heard. It is important for us as society to have our say on issues that matter to us as a whole, otherwise we will be unheard and live in an unfair society. Registering to vote means that my voice is heard."* – **Year 12 student**



**LVRW 2022 managed to achieve the following:**

- It launched with the delivery partner, Shout Out UK (SOUK), and 150 coalition partners.
- Activity during the week itself saw the organic support of a further 80 LVRW supporting organisations.
- It had an estimated reach of between 500,000 and 1 million Londoners through the coalition of LVRW partners.
- It ran 19 in-person drives with education institutions and engaged almost 2,500 in the voter registration process and in Political Literacy lessons.
- The LVRW 2022 launch film had over 250,000 views and 2 million impressions on Twitter alone.
- It had an estimated total social media reach of 5.1 million via SOUK channels.





## London Voter Registration Week 2022 - Assets

#NoVoteNoVoice  
Register to vote at gov.uk/register-to-vote



GREATER LONDON AUTHORITY **LONDON** **SOUK** VOTER REGISTRATION WEEK Supported by the Greater London Authority, City Hall, Kamal Chundhry Way, London, E16 1ZE. Printed and promoted by Shout Out UK, 240 Portobello Road, Notting Hill, W11 1LL.

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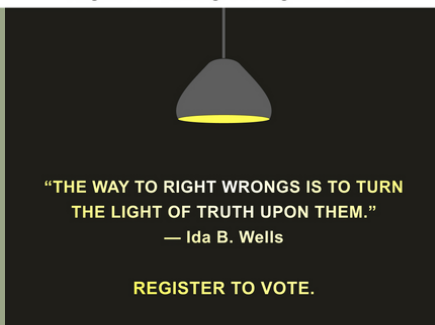
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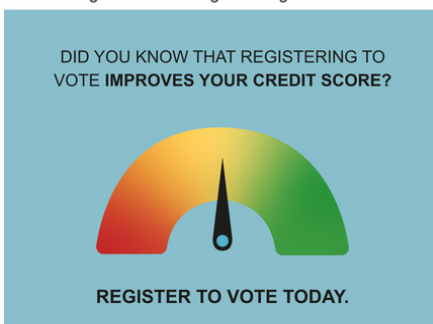
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## Youth Policy Development Group (YPDG)

***Project in collaboration with the Department of Culture, Media, and Sport – Youth Policy Development Group (September 2021 - March 2023)***

In September 2021, the Department of Culture, Media and Sport (DCMS) commissioned SOUK to recruit and administer its Youth Policy Development Group. This project's primary objective was to integrate youth perspectives into the national policy-making process and ensure that young people's voices receive the attention they deserve, ultimately influencing ministerial decisions. We recruited young people from across England, comprised of different sexual and gender orientations, religions, ethnicities, and educational attainment. Our members were given a platform to regularly debate, create and present policy briefs based on surveys and polling with officials and Ministers from a range of government departments, as well as meet with other like-minded individuals through monthly training sessions and roundtable discussions. To view some personal accounts of our members, see their testimonials [here](#).

SOUK guided, upskilled, and empowered YPDG members via comprehensive monthly training sessions. These sessions equipped our beneficiaries with the essential skills needed to engage in constructive debates, develop well-founded policy briefs, and effectively present their ideas to real-world policy-makers. In our commitment to supporting our members, we provided continuous mentoring and covered any expenses associated with participating in our Youth Policy Development Group.

### Key Metrics:

Throughout the YPDG's second cycle, we hosted **11 official events** with the YPDG members, collaborated with **4 government departments**, surveyed over **1500 young people** and polled **8000 individuals** to support evidence for roundtable sessions.





## Testimonials from YPDG Members:

*"The YPDG has given me the opportunity to really have my voice heard and help to make sure young people are listened to. I've also learnt so much about so many things and met some amazing people!" – Maddie*

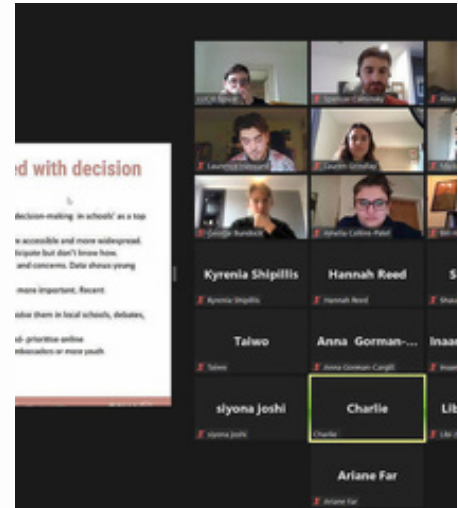
*"I've found working with the YPDG to be really interesting, it's all very relaxed and doesn't feel intimidating at all, it's so cool to know that we're making a difference." – Libi*

*"The YPDG has given me the opportunity to travel across the country for meetings and be exposed to new avenues for youth engagement, such as through my new position on the #iwill Fund's Leadership Board and Advisory Panel." – Jemima*

*"I'm immensely grateful for the YPDG and everyone involved, for having shared with me the skills needed to effectively advocate and enact change for my fellow peers." – Inaam*

**Our training sessions were conducted through hybrid meetings held across all regions of England, covering a wide range of critical issues identified by young people themselves, including:**

- Careers advice at secondary and further education for the Department for Education
- Accessing national parks and open spaces
- Engaging young people in Sport with the Department for Digital, Culture, Media and Sport
- Gene Modification with the Department for the Environment, Food and Rural Affairs
- Constructing Youth Centres with the Youth Investment Fund
- Youth Engagement Activities with Government, with the Department for Digital, Culture, Media and Sport
- United Nations Convention on the Rights of the Child with the Department for Education
- Improving Youth COVID Vaccination with the Department for Education



## All-Party-Parliamentary Group (APPG)

### Project in collaboration with MPs from across party lines, Lords, and academics – All-Party Parliamentary Group (January 2021 - present)

To deliver on our organisational mission, since 2021, SOUK has founded and acted as the Secretariat of the All-Party Parliamentary Group (APPG) on Political Literacy. The APPG is an all-party forum to discuss the current provision of citizenship and political education (in schools, further and higher education). The key aim of this APPG is to provide evidence for the importance of political literacy education in promoting youth participation in democratic life. The ultimate goal of this APPG is to ensure that all young people become politically literate by the time they finish their secondary education.

#### The APPG seeks to realise its key goal by supporting a mandate to:

1

Provide every child with a minimum entitlement of political literacy in school by, in the first instance, resourcing and monitoring existing requirements to teach citizenship education (including the role of teacher training) at Key Stages 3 and 4 in England and through alternative routes in the other constituent nations of the UK.

2

Explore the potential for new and/or improved qualifications related to political literacy, including the possibility to enhance provision through a Government & Politics GCSE, EPQ, BTEC etc as examples.

3

Strengthen the profile of political literacy in schools by incentivising educational authorities and system leaders to raise the status of citizenship and political education in the curriculum, as well as driving the increased uptake of related qualifications within existing assessment and classification metrics

4

Enhance and conduct research to provide evidence for the link between Political Literacy & democratic participation, as well as explore the best ways to deliver on the goal of ensuring all young people receive a political literacy education.

Thus far, our APPG held seven meetings this year, discussing a wide range of important issues, such as the current provision of citizenship and political education, the barriers to political literacy, the utility of democratic engagement initiatives, and more. This year, SOUK and Dr. James Weinberg released a report titled 'The Missing Link', which examined the state of democratic education (i.e. the teaching of politics and political literacy in all forms) in English schools. Deduced from the most far-reaching assessment of democratic education across this sector in over a decade, the report concludes that democratic education exists as a peripheral feature of secondary education in England and is being delivered by non-specialists who neither feel prepared to teach it nor favour appropriate pedagogic practices. The report can be found [here](#).

## Political Literacy For All - JRSST Charitable Trust

**Project in collaboration with JRSST-Charitable Trust – The “Political Literacy For All” project  
(April 2021 - March 2023)**

Committed to enhancing political literacy both inside and outside the classroom, SOUK embarked on a project with the JRSST-Charitable Trust. The primary objective was to provide teachers from across England with enhanced training, equipping them with the necessary tools and knowledge to deliver impactful political and media literacy education to their students.

**Our approach encompassed three key elements, ensuring a comprehensive and effective implementation of our mission:**

1

Build a grassroots support network of local councils from across England by securing their pledges to support enhanced political literacy teacher training and to work collaboratively with teachers to better understand the local challenges to delivering such training in practice.

2

Mobilise a network of secondary school teachers who actively advise on how political literacy Continued Professional Development (CPD) training can be improved and serve as an advisory board to the campaign.

3

Conduct an impactful digital campaign with local influencers, showcasing the role teachers play in ensuring the next generation is aware of how to get involved in politics on a local level, and how their contribution can be strengthened through better teacher training.

The response to our digital campaign was remarkable, as it resonated with a wide audience. We garnered over 10,000 organic impressions, indicating a significant level of engagement and interest. This success demonstrated the effectiveness of our approach in raising awareness and generating discussions around political literacy.



## Media Minded Season 3

### Media Minded podcast – U.S Embassy to the United Kingdom (November 2021-December 2022)

In June 2020, we partnered with the U.S Embassy to the United Kingdom to produce the Media Minded podcast, infographics and animation series, explaining key media literacy terminology by linking the topic with the ongoing wave of COVID-19 related misinformation. SOUK recorded ten podcast episodes with seven journalists from the US, UK, Ireland, Italy, Moldova, Poland, Estonia. The podcast episodes were downloaded over 2,000 times from our website and their accompanying social media posts received over 14,000 engagements – and the three animations generated over 100,000 views over three months.



Building on this success, we partnered with the US Embassy once again in 2021, to develop the second season of our Media Minded podcast, tackling mis/disinformation in the modern day and age. This season, we debunked some of the most popular conspiracy theories that circulate in online spaces and cause societal and political polarisation. For each episode, we invited guests who have experienced the consequences of conspiracy theories on their lives in one form or another.

Over the course of thirteen episodes, the podcast discussed recent phenomena such as the INCEL community, as well as issues such as antisemitism and cult psychology.

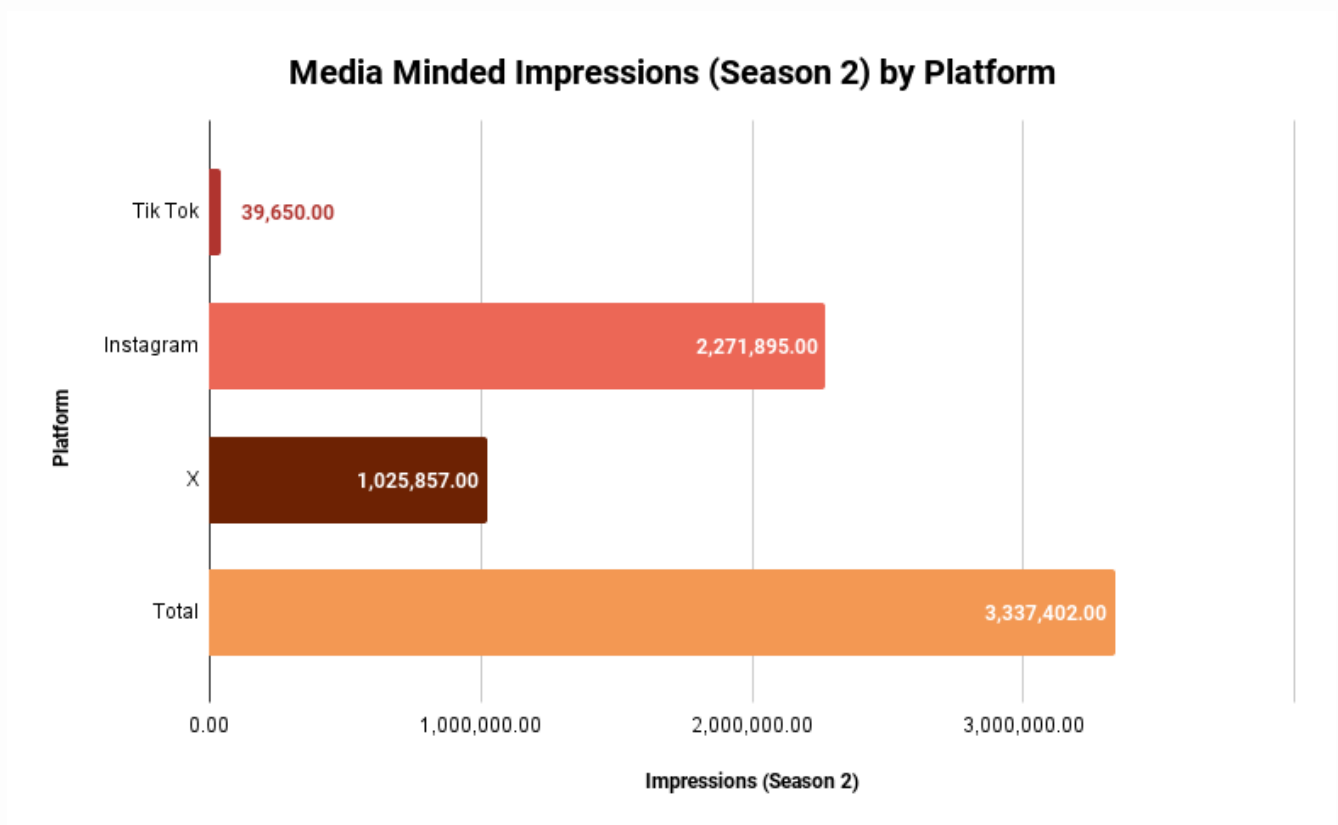
Each episode shed light on a specific aspect of a conspiracy theory or ideology, focussing particularly on the insider perspective and the reasoning behind joining a radical group. We developed our podcast format to focus on narrative and storytelling, each time the audience was taken on a journey, dissecting how each conspiracy theory operates, how it garnered support through various social media channels, and how they convinced individuals to buy into the underlying ideology.

We disseminated our podcast across multiple social media platforms and streaming sites, as well as through our personal network of over 10,000 schools and civil society organisations. Many of our episodes were used to enrich the national curriculum and were played and debated in classrooms across the UK.

One of our episodes was recorded live at the U.S Embassy in London, where we invited Nigel Bromage and Arno Michaelis to come and speak to audiences about their past experiences in far-right circles, how they managed to come out of them, and how they have worked to prevent others from falling victim to these radical groups.

## Key Social Media Metrics

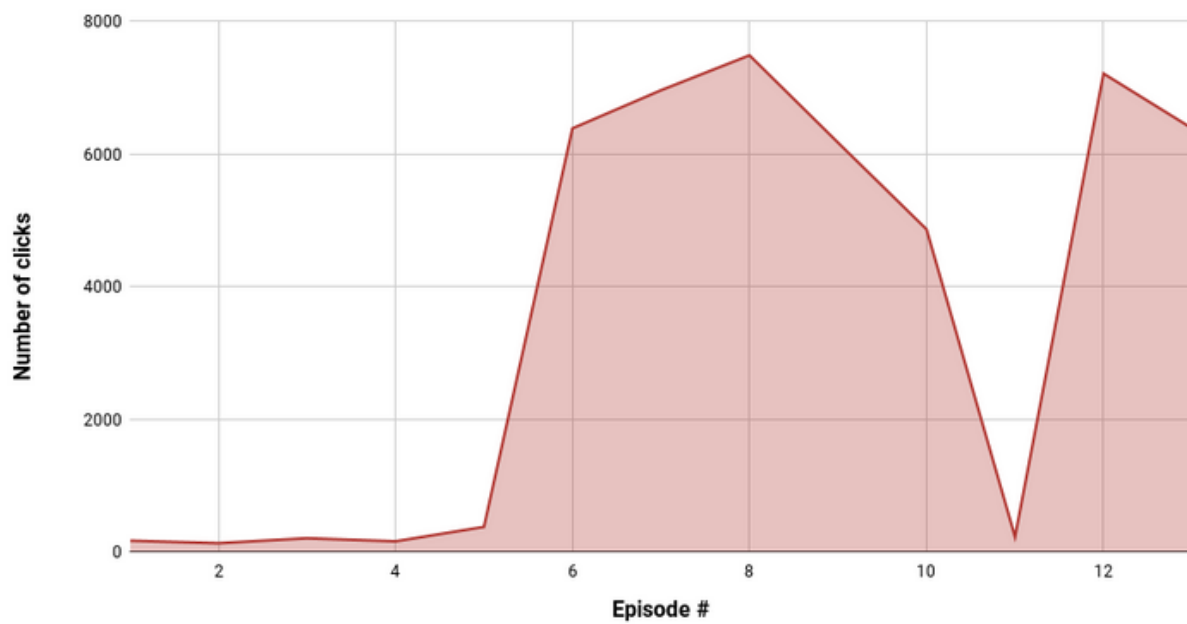
The next few graphs highlight the social media metrics of our posts and assets we used to disseminate the podcast across our channels. Please view below for a detailed look:



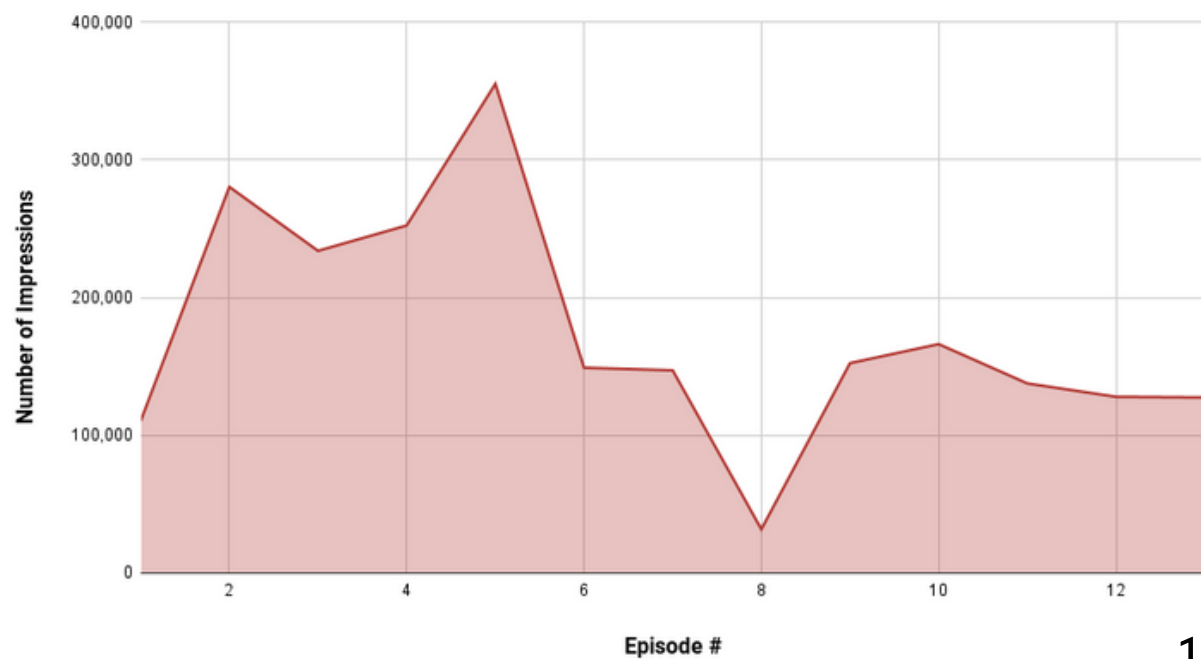


## Instagram Metrics:

Instagram Clicks per Media Minded Episode (Season 2)

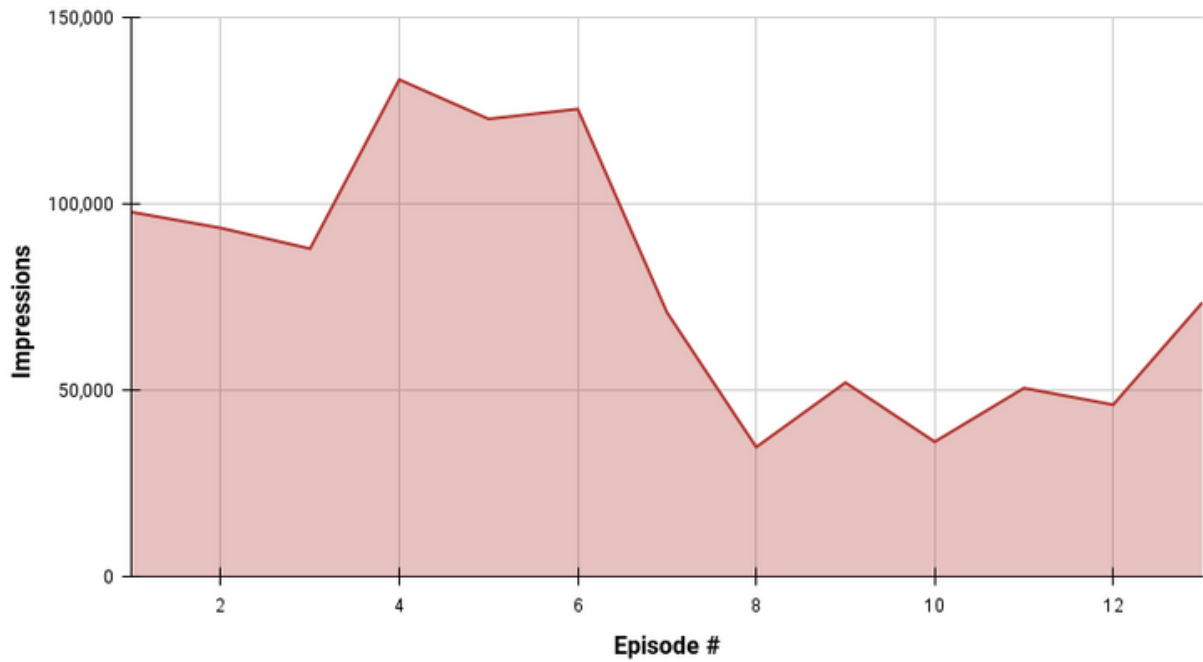


Instagram Impressions per Media Minded Episode (Season 2)

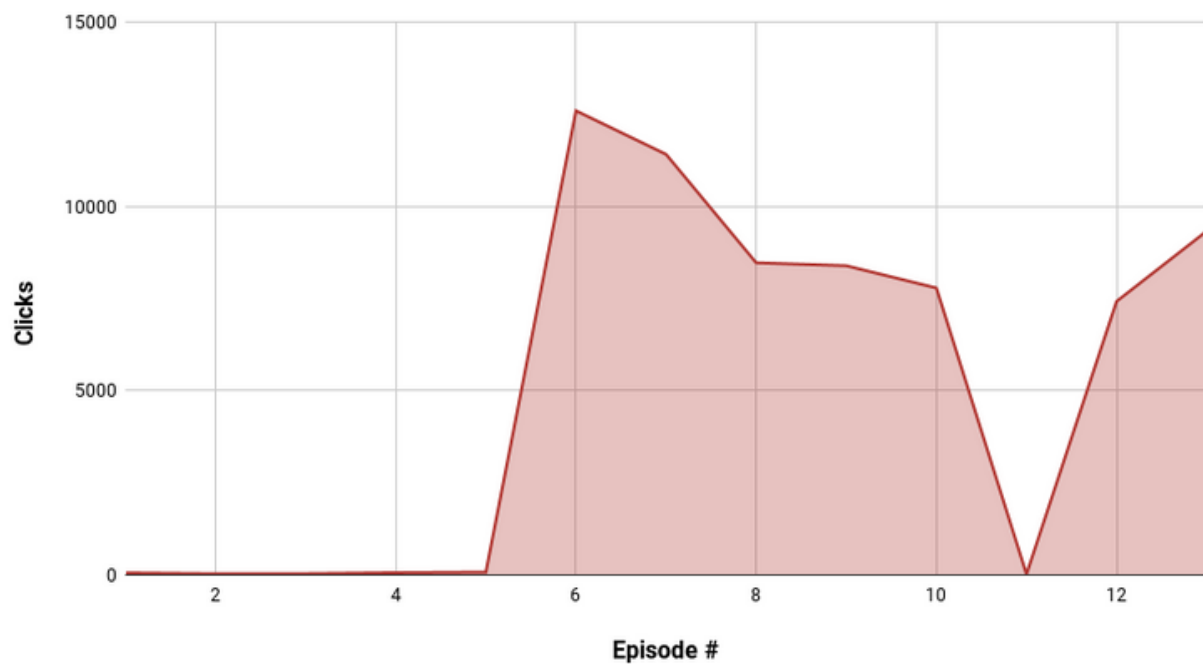


## X (Twitter) Metrics:

**X (Twitter) Impressions per Media Minded Episode (Season 2)**



**X (Twitter) Clicks per Media Minded Episode (Season 2)**



## Understanding NATO

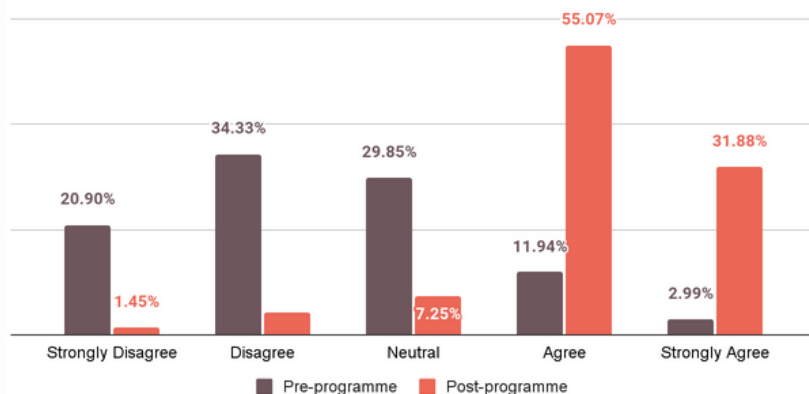
### ***Project in collaboration with the U.S. MISSION TO NATO – General Competition Grant Program – (September 2021-December 2022)***

In September 2021, SOUK partnered with the US Mission to NATO on an exciting project, for the production of five podcast episodes with speakers from the defence and security sector; the production of four short animations to raise awareness about NATO's role in the preservation of world peace and democracy; and an educational programme disseminated both in-person and online, to improve young people's knowledge about NATO.

### **Quantitative data from the programme**

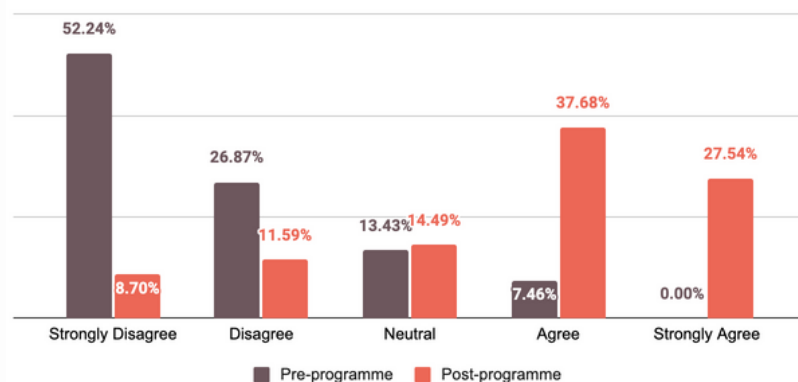
#### **Activity 1 & 2: Designing an online programme & delivering the NATO course to 100-150 secondary school students offline.**

**Fig. 1 'I understand what NATO does, both in its political and military branches'**



Prior to our programme, only 14.99% of students either 'Strongly Agreed' or 'Agreed' with the statement above, whilst this number jumped to 86.95% following participation in our programme.

**Fig. 2 'I understand what a Public Diplomacy Mandate is'**



The course and surveys were made publicly accessible on our E-portal, where 1,000+ secondary schools & colleges and 10 universities from our network across the UK could access them.



### Qualitative feedback from the programme:

"Both staff and students found the course and final session highly informative and interesting, it stretched the thinking of the pupils to consider the consequences of various solutions to the scenario and come to a compromise that suited everyone. The pupils were engaged and excited by the sessions and Connie was extremely knowledgeable which meant her questioning enabled the pupils to be stretched to think about different ideas and situations that they hadn't previously considered." - Libby Line, Head of Department for Religious Studies, William Edwards School.

Animations developed:

Animation 1: What is NATO? - <https://vimeo.com/702892599>

Animation 2: Structure and Process of NATO - <https://vimeo.com/702903681>

Animation 3: Crisis Management - <https://vimeo.com/702903970>

Animation 4: Cyberspace and Impact of Cyber Attacks - <https://vimeo.com/702904292>

Activity 3: Production of 5 podcast episodes with media literacy and defence experts, explaining NATO's roles and responsibilities, and its position as a guardian of democratic values.

All episodes were published on SOUK's [website](#) and on [Spotify](#), [Apple Podcasts](#), and [TuneIn](#). 5 x 10-minute excerpts with key highlights from each episode were integrated into the NATO course, and these 10 minute excerpts of the podcast are now available on SOUK's E-portal.

### **Activity 3: Production of 5 podcast episodes with media literacy and defence experts, explaining NATO's roles and responsibilities, and its position as a guardian of democratic values.**

All episodes were published on SOUK's [website](#) and on [Spotify](#), [Apple Podcasts](#), and [TuneIn](#). 5 x 10-minute excerpts with key highlights from each episode were integrated into the NATO course, and these 10 minute excerpts of the podcast are now available on SOUK's E-portal.



## Media Literacy for Societal Resilience

### Project in collaboration with NATO – (September 2021-December 2022)

In September 2021, SOUK developed an original programme in response to NATO's call for proposals to increase societal resilience to hostile information activities and to counter disinformation using innovative tools. The programme consisted of a series of hackathons with 18-35-year-olds, across **10 UK universities**. The objective of the hackathons was to develop strategies for countering the spread of disinformation online, and to strengthen social resilience to extremism and misinformation. The project outlined NATO's core values; promoting democracy, protecting freedom of speech, and freedom of information, asking young people to develop their own solutions to issues ranging from INCEL ideology to foreign electoral interference. Managed by SOUK, the hackathons pushed young people to think of solutions to the following question:

#### How can we increase societal resilience to counter disinformation?

The objective of the hackathons was to develop strategies for countering the spread of online disinformation, and to strengthen social resilience to extremism and misinformation. We asked young people to tell us what they thought were some of the key barriers that prevent people from becoming resilient to misinformation. View some of their answers below:

Lack of education

Enclosed social communities

Distrust of authority

Indoctrination: political, religious, history,  
other beliefs

Minimum exposure to media

#### What are the barriers stopping people from becoming resilient to disinformation?

Oligarchic privatisation of mainstream  
media outlets

Lack of laws that require promotion of media literacy

Not reaching closed communities

The advanced technologies involved in  
the social media

Demographically targeted  
misinformation

Political bias and convenience

**The young people who participated in the sessions then provided us with their proposed solutions to these barriers, view some of their insightful answers below:**

One of the things is start by educating the communities that aren't as advantaged as other communities. Media literacy needs to be there for everyone

Run a campaign - adverts on TV, radio, news ad, social media banner etc

Highlight where do most news/ stories coverage comes from (right-wing, centrist, left-wing sources)

Political awareness especially for people in low income areas and people with disadvantaged socioeconomic statuses

Become like Finland, educate the youth from a young age on information

Old people are targets so if there's a social media post with certain keywords on popular crises there should be a banner on top with correct facts (e.g. TikTok on the bottom has the "learn more about this here" banner

Enhanced media literacy course in school

Education-based policies or approaches at a national level, similar to the way British Values is embedded in the curriculum in schools



## Project testimonials:

*"I was very impressed by the NATO hackathon with Shout Out UK, and the ways in which it encouraged participants to think deeply, creatively and critically about ways to prevent online disinformation. It was a brilliant opportunity for our young people to have their ideas and suggestions taken seriously and supported, while also being challenged to consider what might actually be feasible and workable in the real world, and given the opportunity to adapt and expand on their ideas accordingly. They were given an opportunity to share, test out and build on one another's ideas in a way which went beyond a normal classroom discussion, and the results were some really exciting and original proposals."*

**- Tabby Hayward, The Orwell Foundation**

*"A quick note to say a big thank you from us at Chester for the NATO/Hackathon event delivered by Ollie. He calmly fielded a whole range of quite challenging points from a range of different disciplines and was able to maintain the engagement of his audience. He also stayed longer to 'mop up' additional questions, typifying the professionalism throughout - a credit to Shout Out."*

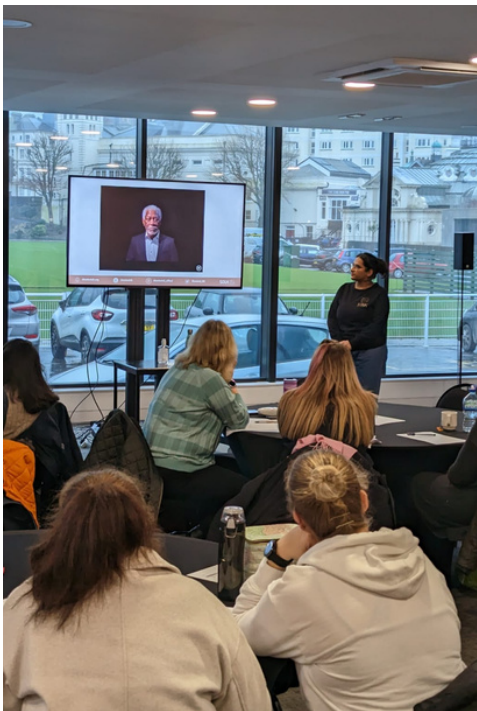
**-Dr Mark Bendall: Chester University**





## Prevent and Media Literacy

***Media Literacy & Extremism Programme Delivery – Delivered in collaboration with the Home Office and Local Authorities across England (Barnet, Rotherham, Rochdale, Southwark, Waltham Forest, North Yorkshire, Manchester, Stockport, Leeds)***



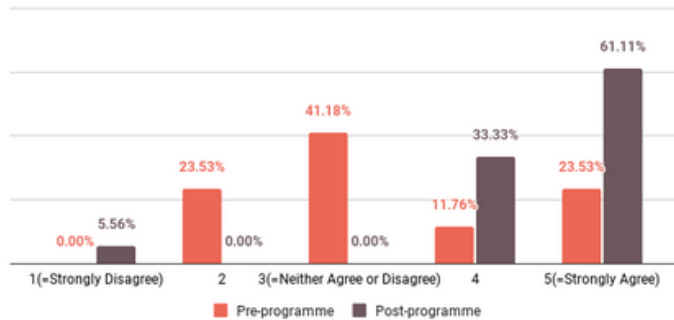
From September 2021 to December 2022, we expanded the delivery of our Media Literacy & Extremism programme to 9 boroughs across the UK through projects specifically designed to combat extremism and online radicalisation. Each of these projects was funded by the Home Office via local Prevent teams in each borough, to support both young people and professionals to increase their media literacy levels.

Our Media Literacy programme sought to equip beneficiaries with life-long media literacy and critical thinking skills to combat extremist rhetoric. To measure our success in doing so, we used pre and post programme surveys. These surveys help us establish the 'distance' travelled by our participants in their media literacy learning journey.



This supports our organisation's ultimate goal of creating a societal rampart against feelings of alienation and disaffection, which radical ideologies and groups prey on. SOUK provides an important counter narrative by increasing our beneficiaries' understanding of the world around them, and how their democracy functions, thereby supporting counter-terrorism efforts that focus on protecting the legitimacy and credibility of our democracy and systems of government.

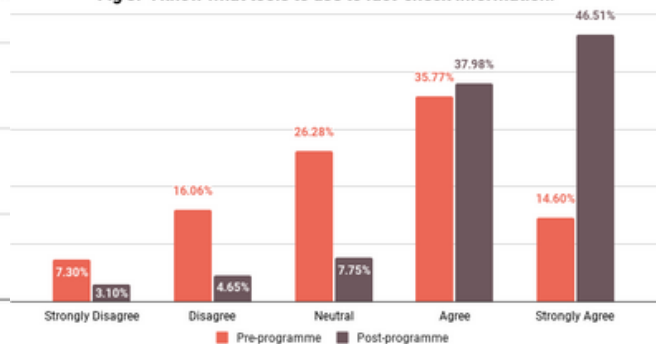
**Fig. 1 'I understand the relationship between media literacy, terrorism, extremism, and radicalisation.'**



**Fig. 2 "I know how to prevent myself from being associated with far-right groups."**



**Fig 3. "I know what tools to use to fact-check information."**



The above graphs reveal some pertinent insights into the impact of our Media Literacy & Extremism interventions this year. Indeed, following their participation in our programmes, participants exhibited notable improvements in their media literacy levels, and now have a greater understanding of the key nuances of media literacy topics, and an improved appreciation of how to remain emotionally resilient to mis, dis, and malinformation online – lessons which can then be shared with the young people these professionals work with.

Looking ahead, we plan to build on these results, and carry on with our efforts to help our beneficiaries appreciate the intricacies of media literacy, as well as develop the positive behaviours and attitudes required to critically interpret information.

## Shared Endeavour Fund - Call Two

### *Shared Endeavour Fund Call 2 - Mayor of London's Office for Policing and Crime (MOPAC) - September 2021-March 2022*

In 2021, we obtained SEF funding to deliver programmes in three London boroughs: **Bexley**, **Havering**, and **Hillingdon**. We delivered our Media Literacy & Extremism programme to 206 beneficiaries (60 practitioners for our CPD programme, and 146 young people, including a special emphasis on students in PRUs and APs). In 2021, all of our participants experienced a 10% increase in confidence, ability, and knowledge surrounding media literacy and combating extremism.

**Objective 1:** To build young people's ability to spot and identify misinformation, disinformation and the telling signs of conspiracy theories (typically used by the far-right and threat agnostic actors).

**Objective 2:** To equip vulnerable young people in the chosen boroughs with the skills necessary to remain emotionally resilient to extremist rhetoric online.

**Objective 3:** To inform vulnerable young people of the dangers of far-right and threat agnostic extremism and online radicalisation.



"The course was very relevant and informative for both students and staff. We particularly enjoyed the activities that required interaction as the students were very engaged, got involved and responded to it really well." - **Nora (Teacher)**

## Shared Endeavour Fund - Call Three

### *Mayor of London's Office for Policing and Crime (MOPAC) September 2022 - Ongoing*

Following this success, we re-obtained funding in 2022 through Call 3, to deliver our Media Literacy & Extremism programme in three London boroughs: **Wandsworth**, **Barnet**, and **Haringey**. In 2022, we have maintained a focus on young people in PRUs, APs, SEN schools, and other non-mainstream educational settings, delivering our intervention to 75 young people across the three boroughs.

#### Objective 1:

Support young people in PRU, AP, and SEN schools to enhance their knowledge on how mis/disinformation and conspiracy theories are created, spread, and promoted online.

#### Objective 2:

Build participating young people's critical-thinking, empathy, self-confidence, sense of perspective, tolerance, and cultural awareness, to effectively build the psychosocial resilience required to refrain from being radicalised and falling prey to extremist rhetoric, and mixed, unclear, and unstable ideologies.





## Conclusion

The 2021-2022 period for SOUK was a momentous one. We expanded our work to new areas, partnered with new organisations, made a number of new connections across the democracy and media literacy sector, and most importantly, have continued campaigning for our overarching goal: to provide a rigorous understanding of our system and a sense of belonging and agency in our democracy, increasing confidence in key institutions and providing a healthy alternative to those who feel that only drastic action and terrorist activity can bring about change.



With the U.S Embassy to the UK, we expanded on SOUK's Media Minded programme through the production of the podcast series' third season, covering the origins and psychology of conspiracy theories, as well as the real life impacts these can have on those around us. Building on our success in 2020, and following a competitive tendering process, we successfully administered both the 2021 and 2022 iterations of the London Voter Registration Week campaigns – the largest city-wide voter registration and voter awareness campaign in the democratic world. Beyond these two projects, we continued to support the All-Party Parliamentary Group on Political Literacy's campaign to increase the provision of political literacy in schools across the UK, and in which we hold the role of secretariat. For the first time, we partnered with both NATO and the US Mission to NATO, to develop engaging projects, highlighting the role which NATO plays in promoting democracy and the preservation of international peace and stability. Moreover, we have continued supporting both young people and frontline practitioners to be safe online by delivering our bespoke Media Literacy programme to new areas and audiences across the UK.



Looking ahead, we are eager to learn from the valuable insights each of these critical projects have taught us, and continue to improve our programmes to ensure that we make a lasting impact in our communities and the lives of our beneficiaries. In 2023, we are committed to continuing to grow our impact both here, at home and abroad, fostering new partnerships, creating innovative and engaging projects, and supporting the next generation of citizens to understand how to be active democratic citizens, and feel truly heard, all the while protecting the legitimacy and credibility of our democracy and systems of government. See you next year!

# We'd like to thank all our friends and supporters for helping is on our journey this year!

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