

PRESENTATION – CONCRETE DREAMS - LB HACKNEY

Sandra Agbabiaka and Akin Oderinde made a presentation on the second phase of Hackney's Injury Inequality Reduction Scheme targeted people aged 14 - 19 primarily of Black African and Black Caribbean background.

A working partnership was formed by Hackney's Road Safety ETP, 2 community organisations (ACDF, African Caribbean Development Foundation, and DBiz Consultancy) and one community based studio (Abbot Street Studios). A four day workshop, run by local professionals looked at different entertainment methods and media tools and how they are used to Make Messages Count. (MMC). These included scriptwriting, drama, theatre and film production, song writing, dance and physical expression, newspaper & journalism, radio presentation, media advertising and social networking. The final workshop compared different approaches and analysed different road safety messages from around the world and the different techniques used.

The end product was to produce a mini Film, which was achieved and called "Concrete Dreams" and to launch it through websites, such as YouTube and other social networking sites.

The end result "Concrete Dreams" produced as a film on DVD can be used either as a stand alone product but also as part of a package of lessons plans. A website has been created which will showcase the film, link into other sites for young people but also for professionals. The film was based entirely on their own observations and ideas.

All the original material, connecting song/music, website ideas, promotional campaign was provided by the young people themselves. From the group 3 team leaders/peer advisors, who now have a legacy and wealth of experience to take forward, will form the basis of a youth group which will look at other safety issues and help promote safety awareness throughout the borough and indeed further a field where requested.

The film "Concrete Dreams" was shown to members.

Susan Beck congratulated the project team and asked how it will be evaluated. Sandra said that it will be evaluated from 2 independent sources. One will be for the project itself which will be independently evaluated at the end of the year and one by the website where a layer will be added for evaluation comments.

Steve Hands asked how the YouTube film will be publicised so it can be picked up. Akin said that through social networking such as Facebook. There will be group weekly updates and in a short space of time the message will be passed on to direct them to the film. Sandra said that they will be using the youth group to get the message across.

Cllr Weber asked about resource implications, officer time, CRB checks etc. Sandra said that the project will be run over 3 years and there was lots of help from the partnership groups. CRB checks are made regularly.

Akin was asked about the relevancy to younger age groups and will the film need to be refreshed to keep up with youth trends. Akin said that the feedback will be relevant if there is an age gap problem and change may need to occur if terminology changes. Sandra said that peer advisors comments would advise on any changes needed.